NUARY 31, 1955 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

24TH year

Too good to hide!

OWNERSHIP of television sets is increasing so rapidly in Iowa that nobody can keep up with it.

The 1954 Iowa Radio and Television Audience Survey was made in March, 1954. At that time, over one-quarter of all TV sets were less than six months old—yet, in March, 59.6% of all Iowa homes *had* television sets!

Here are the five-year figures from the Annual Survey:

INCREASE IN TELEVISION SET OWNERSHIP IN IOWA

	1950 Survey	1951 Survey	1952 Survey	1953 Survey	1954 Survey
All homes surveyed	1.7%	11.8%	25.7%	38.2%	59.6%
Urban homes	2.4	15.9	30.9	44.5	67.2
Village homes	1.3	8.7	21.0	32.7	53.3
Farm homes	1.1	8.7	21.2	31.9	52.7

Now there are more than 280,250 television sets in WHO-TV's Central Iowa—and 355,100 families. WHO-TV is giving them the best *programming* there is—from the tallest antenna in the State.

Ask Free & Peters for all the facts.

WHO-TV

Channel 13 • Des Moines • NBC

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Free & Peters, Inc.
National Representatives

THE BEST FOODS, INCORPORATED

Traditionally in the Public Confidence . . .

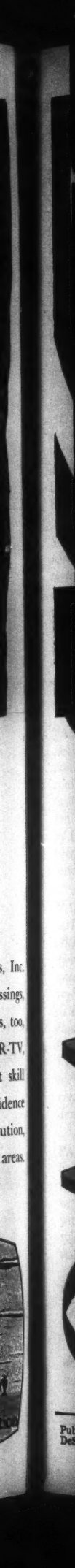
One of the more famous names in the food processing industry is Best Foods, Inc. Specialists in mayonnaise, margarine, pickles, sandwich spreads, and various dressings, Best Foods is a brand name preferred by millions. The Havens & Martin, Inc., Stations, too, are on a preferred list. The First Stations of Virginia, WMBG-AM, WCOD-FM and WTVR-TV, are to advertisers' taste because high quality of entertainment and management skill have earned for them a loyal and responsive audience. Join with confidence the growing list of advertisers using Richmond's only complete broadcasting institution, serving one of the South's richest areas.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.



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KRLD

CBS for DALLAS & FT. WORTH

Delivers

THE LARGEST AUDIENCE OF ANY STATION OR FREQUENCY IN THE GREAT TWIN MARKET.....

Combined Hours 6:00 AM Until 12:00 Midnight, Seven Days a week.
—Pulse, Oct.-Nov., 1954

KRLD has more total audience in Dallas and Fort Worth combined, during the combined hours from 6:00 a.m. to 12:00 midnight than the four Dallas non-network stations combined . . . KRLD also has more total audience in Dallas and Fort Worth combined for the same period than the four non-network stations in Fort Worth.

+ KRLD's 50,000 Watt dominant coverage of North Texas and Southern Oklahoma . . . Population 3,303,700 within its 0.5 line or Primary Coverage Area.

The Make Sense Buy!

Exclusive Outlets for CBS Network Programs for Dallas and Fort Worth

KRLD
50,000 Watts

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER
THE DALLAS TIMES HERALD STATIONS

Exclusive Representative: THE BRANHAM COMPANY

John W. Runyon, Chairman of the Board — *Clyde W. Rembert, President*

closed circuit.

GENERAL MILLS' PLANS • Reports of fantastic spot tv-radio (primarily tv) commitments by General Mills for new fiscal year (June 1) can be laid to rest. Here are facts: Company has been holding usual annual round of agency conferences regarding broadcast recommendations. There may be some spot but no heavy campaigns planned for cereals (Wheaties, Cheerios, Kix) this summer. GM will renew current slate of tv network programs (*Lone Ranger, Barker Bill, Ding-Dong School,* Bob Crosby and Robert Q. Lewis shows, *Valiant Lady*) and is buying new Disney *Mickey Mouse Theatre* kid strip. As one top GM executive put it, "Aside from Disney, we're merely keeping what we've had." Agencies involved: Dancer-Fitzgerald-Sample, Knox Reeves, BBDO, William Esty, Tatham-Laird.

B•T

SHOULD television station licenses and network affiliation contracts be extended to five years and run concurrently, under FCC regulations? That proposal was discussed at NARTB Tv Board meeting in Hollywood, Fla., last Wednesday, but did not reach formal vote. Question presumably arose over recent rash of network affiliation changes under present two-year rule.

B•T

FAST FILMING • DuMont's new telecasting technique, designed to cut down production and transmission costs through combination of methods tied into new, virtually instantaneous filming process [B•T, Jan. 3] will be unveiled within three weeks by Dr. Allen B. DuMont himself. Lid has been on primarily to protect patent and other rights, it's understood.

B•T

NARTB board is doing its negotiating early with President Harold E. Fellows. Although his present contract doesn't expire until June, next year, board designated committee last week to talk terms for new five-year deal, possibly to be made as of June, 1955. In works may be substantial increase in pay over present $40,000 plus increase in allowances and sliding scale looking toward eventual retirement as president and retention as board chairman, post he holds along with presidency.

B•T

PAY-SEE PROGRESS • Differing attitudes toward subscription tv explored again for 'nth time by FCC last week, with varying staff proposals considered and with staff ordered to do further work on subject. Next FCC look-see at controversial pay-tv idea due next week.

B•T

TWO schools of thought regarding legalities of subscription tv have evolved at FCC during month-long consideration. Majority believes Commission has power to determine by itself whether pay-tv is broadcasting and if so whether it is in public interest. Minority questions this, would like to have that question explored in public hearing, along with such other items as technicalities, whether single or several such services should be authorized, exclusivity of franchises, and other facets. Commission officially stated its view that it has power to determine whether subscription tv was broadcasting in memorandum last year to House Interstate & Foreign Commerce Committee during consideration of Hinshaw Bill which proposes to narrow definition of term broadcasting to exclude subscription tv.

B•T

MIDFIELD PLAYER • Selection of E. L. (Dick) Romney, Mountain States Conference commissioner, as chairman of new NCAA Tv Committee may presage compromise football television plan acceptable to Big Ten and other factions in association. He is considered middle-roader on tv problem, with thinking reportedly somewhere between proposal of Eastern Collegiate Athletic Assn. for continued national restrictions with liberalized policy of protection for less attractive games and that of Notre Dame for unlimited football telecasts.

B•T

TOP GAG at NARTB board meeting in Hollywood, Fla., last week, stemming from recent top network disaffiliations, ran this way: "You can't tell your affiliation without a scorecard, get today's morning lineup."

B•T

SABOTAGE REPORT • Within fortnight FCC will get report by staff on investigation of sabotage at KPIX (TV) San Francisco, discovered after walkout of technical employes that's now settled. Significant aspect of case, according to Commission officials, is pointing up of security vulnerability of nation's principal communication links with public.

B•T

SAN FRANCISCO's television stations are faced with prospect of another strike, this time because of basic differences with AFTRA on freelance talent. Stations want to knock out "code concept" which requires them to police for union and are insisting upon usual employe-employer relationship. Present contract expired last Nov. 15, and current signs point to impasse.

B•T

DIME TIME • Woolworth Co. (dime stores), New York, through Lynn Baker, New York, understood to be shopping among radio networks for possible sponsorship of one hour weekly.

B•T

NEW success story may be written by Mystik Adhesive Products, Chicago (Mystik tape), in abrupt switch of perhaps 95% of budget from spot tv to spot radio, effective Feb. 14. Firm started in spot tv in September, 1950, with 12 markets, gradually increased to 30-35, bought part of CBS-TV Garry Moore show in 1953 (on some 54 stations) and returned to spot tv with 25-35 markets last year. Feeling in firm is that tv was good introductory medium and did fine job, but competitors took edge off demonstrable abilities. Radio had been used only in test markets. Tv budget not ascertainable but overall ad allocation in 1954 was $450,000. Credit Radio Advertising Bureau with vigorous assist.

B•T

STALLED • NARTB's move to standardize tv film purchase contracts is proceeding with caution. Holding up action is difficulty of dealing with film suppliers, who range from one-man units to big corporations and have no association of their own. Tough nut to crack is stabilized formula covering all property rights in films, with claim made some telecasters have bought packages only to discover hidden creditors and misrepresentation of seller's title.

B•T

TvB has signed with A. C. Nielsen Co. for special national study to determine actual coverage of automatic washing machine homes by daytime tv spot schedules. Survey, tentatively set for completion May 1, at cost of about $6,000, will be used in presentations showing why tv ought to get bigger share of national ad budgets of sudless detergent manufacturers who currently are placing more in newspapers than tv.

B•T

NATIONAL-LOCAL • Problem of national advertisers pushing for local rates in spot advertising is being investigated by Station Representatives Assn.'s Rates Committee, headed by Bob Eastman, executive vice president of John Blair & Co., station representation firm. Recommended procedures will be developed when study has been completed.

B•T

NESTLE Co., New York, currently sharing first half of Jackie Gleason Show *(Saturdays, 8-9 p.m. on CBS) with Schick Inc. and W. A. Sheaffer Pen Co., will sponsor full half-hour next fall. Show will be produced by Jackie Gleason Enterprises and will precede filmed half-hour* The Honeymooners, *which Buick will sponsor. Meanwhile, CBS-TV is discussing other programs with Schick and Sheaffer, but no time periods have been offered since network's Class A evening time is SRO.*

B•T

ROANOKE MERGER • Papers signed late Friday to end Roanoke ch. 7 battle, with Times-World Corp. (WDBJ) to buy television assets of ch. 7 competitor WROV, including tower, studios and equipment of defunct ch. 27 WROV-TV. Agreement and price to be announced this week after inventory. WROV will drop ch. 7 bid, devote fulltime to radio. Pact does not include recoup of WROV's uhf losses.

complete coverage
PHILADELPHIA
trading area

COMING SOON

SUPER POWER

316,000 WATTS

CHANNEL 12

WDEL-TV

WILMINGTON

PHILADELPHIA OFFICE
1500 Walnut Street, Suite 1205
Telephone KIngsley 6-4020

Represented by

MEEKER TV, Inc.

New York Chicago Los Angeles San Francisco

at deadline

NARTB BOARDS ORDER INVESTIGATION OF GOVERNMENT FREQUENCY DEMANDS

HAPHAZARD demands of government and military agencies for spectrum space pose threat to private industry, NARTB combined boards held Friday, at meeting in Hollywood Beach, Fla.

President Harold E. Fellows was directed to confer with government officials "to ascertain the facts on current activities having to do with military and public use of frequencies." Action followed revelation in Jan. 17 BROADCASTING • TELECASTING that military agencies are casting envious eyes at vhf and other bands.

In winding up full week of meetings, NARTB directors:

• Acted to reduce number of industry meetings and ease pressure on management.

• Ordered appointment of nine-man *ad hoc* committee to investigate "reasonableness and validity" of common carrier tariffs for intercity radio and video relays as filed with FCC. This was based on industry complaints that AT&T rates and rules are burdensome.

• Approved three amendments to NARTB bylaws, most important being right of combined radio-tv networks to have directors on both radio and tv boards. At present such networks must choose whether to be represented on radio or tv board. Bylaws changes must be ratified by membership.

• Endorsed Tv Board's grant of $3,000 to Advertising Research Foundation for quarterly nationwide survey of tv set circulation (see Tv Board story, page 56). Survey is to be handled by U. S. Census Bureau, provided $24,000 cooperative fund is raised.

• Made public text of letter to Comdr. Eugene McDonald of Zenith, defending President Fellows' letter to FCC asking full hearing on subscription tv issues. Board denied Mr. Fellows had attempted to scuttle subcription tv and that he had acted without association's authority (see Tv Board story, page 56).

In discussing problem of government spectrum use, board urged President Fellows "to take appropriate steps to assure that no government agency will take any action relating to the allocation and use of the communications spectrum which will militate against the public interest." Resolution was offered by Ward Quaal, WLWT (TV) Cincinnati.

Joint boards approved Sports Committee efforts to improve relations between broadcasters and professional and amateur athletic groups. Report was filed for comitttee by Ben Strouse, WWDC Washington, on behalf of Chairman George J. Higgins, KMBC-AM-TV Kansas City, who was unable to attend.

Similarly, steps by Freedom of Information Committee to give broadcasters equal access with other media to coverage of public events were lauded by board. Committee Chairman is Edgar Kobak, WTWA Thomson, Ga. Boards lauded action by President Eisenhower in opening news conferences to tv, and directors suggested Capitol Hill take notice and remove some of its bans.

DISTRICT MEETINGS CUT

Board reduced district meeting schedule from 17 to eight regional meetings. It appointed committee to recommend locations of regional meetings and affirmed that NARTB members may attend any meeting at their convenience. It also limited attendance at meetings to members only. It was estimated this reduction in meetings will save $12,000 in staff travel.

Martin B. Campbell resigned as a director-at-large for large stations since he is on leave of absence from WFAA Dallas and is not active in management.

Board equalized network membership payments, setting fee of $3,000 annually for each radio and tv membership. Fees formerly were $5,000 for radio and $1,200 for tv.

If membership ratifies bylaws change permitting radio and tv networks to hold directorships in both categories, it is believed CBS member of radio board will be Adrian Murphy, CBS Radio president.

Probe's Staff Funds

IN HIS budget of $60,928.79 for network investigations and communications study, submitted to and approved by Senate Rules Committee last week, Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) proposes "staff of considerable size." Breakdown lists chief counsel, $11,646; assistant counsel, $8,990; research analyst, $7,914; two technical consultants, $12,000, and one communications rate consultant, $6,000, all on per diem basis at $11,646 annually; two stenographers, $8,374; clerk, $6,003. These are in addition to Nicholas Zapple, committee's professional communications counsel ($11,646).

Color Seminar Slated

Richard A. R. Pinkham, NBC vice president in charge of participating programs, and Robert Foreman, BBDO vice president in charge of tv, will discuss color television at season's final timebuying and selling seminar of Radio & Television Executives Society Tuesday at Toots Shor restaurant in New York.

WHAT'S NEWS TO AP

WORD of caution to Associated Press staffers ran on first page of new AP Log, with reference to writing about television. Log, staff analysis of AP news and photo coverage with notes and comments by executive editor, stressed realism in television reporting, pointing out that "tv is here to stay, like movies, airplanes and wire trouble."

Log cautioned newsmen to avoid such terms as "the magic of television," and "expensive tv equipment" because "everybody knows it is magic and expensive. So are newspaper presses and cameras."

"For example," story read, "avoid loose references to the number of persons estimated to be watching a tv show . . . since they can only represent sampling guesses, at best, and in any event do not constitute news."

• BUSINESS BRIEFLY

100 MARKETS SOUGHT • Leo Burnett Co., Chicago, seeking spot availabilities in roughly 100 tv markets for new *Buffalo Bill Jr.* film series produced by Gene Autry's Flying A Pictures. Mars Inc. (candy bars) will sponsor first 13 weeks, starting March 21, then, after summer hiatus, alternate with Brown Shoe Co., according to present plans.

PEN PUSHERS • Papermate Pens, through Philip Klein, Philadelphia, placing spot announcement campaign to be launched Feb. 14 in 60 radio markets. Schedule will run for 13 weeks.

NEW PRODUCT • American Chicle Co., N. Y., through Ted Bates Inc., planning television spot announcement campaign starting March 7 for 26 weeks in number of markets to introduce new product called Rolaides (antiacid).

PABST CONSIDERING • Pabst Blue Ribbon Beer, through Warwick & Legler, N. Y., considering spring radio plan which would start in April and run through September. Saturation spots would be used in number of markets not covered presently by Pabst fights on CBS-TV.

TEENS ARE TARGETS • Warwick & Legler, N. Y., interested in disc jockey radio shows appealing to teen-agers for cosmetic account, with campaign to start possibly early spring in major markets.

Magnuson Charges Executive Interference in Agencies

CHAIRMAN Warren G. Magnuson (D-Wash.) of Senate Commerce Committee has charged Executive Branch of government with interfering in activities of federal agencies and commissions under committee's jurisdiction. Sen. Magnuson made charges in letter to Senate Rules & Administration Committee asking $200,000 for Commerce Committee's special investigations, on which Rules Committee reported favorably last week (see story, page 70).

Not mentioning any agency by name, Sen. Magnuson said in some instances "decisions are not made strictly on the merits; that there is wirepulling and political favoritism to the point that the public no longer has confidence in the impartiality and fairness of these arms of the Congress." "This is a serious matter that we are impelled to investigate," he said. Committee has jurisdiction over FCC and five other agencies.

In report on committee's investigations in communications, Sen. Magnuson said in past two years "mounting number of complaints from broadcast licensees" have been made on high costs of interconnections for tv stations, plus "inadequacy of service to cities which do not lie athwart transcontinental cable and microwave lines." He said it is apparent that "careful review is in order" of "what seems to be inadequate regulation by FCC of rates and charges for interstate and foreign communications."

the plus you DON'T pay for...

RATES on WJBK are based on home audience. RESULTS on WJBK are based on home audience PLUS a tremendous bonus . . . thousands upon thousands of car radio listeners. You don't pay one penny extra for this terrific "plus" in a market where everybody drives, 90% of all cars have radios, and most car radios are consistently tuned to the station that programs for "on-the-go" listening with top news, music and sports . . . . .

WJBK Radio
DETROIT

A STORER STATION

Represented Nationally by
THE KATZ AGENCY
National Sales Director, TOM HARKER,
118 E. 57th, New York 22, ELDORADO 5-7690

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FCC Grants 7 Am's; One Frequency Change

FCC granted seven new am stations and one CP to change frequency, it was announced Friday. Also on Friday, FCC Hearing Examiner H. Gifford Irion proposed grant to WJET Erie, Pa., to change from 1570 kc, 250 w, daytime, to 1400 kc, same power, unlimited.

New am grants:

Denver, Colo.—Capitol Bcstg. Co., 1340 kc, 250 w, engineering conditions including provision that station will not begin program tests, nor will license be issued until KMYR Denver changes from present operation on this frequency to 710 kc with 5 kw. Owners are Ewald Koepke and Frank E. Amoli Jr., KMYR commercial manager and program director respectively.

Sterling, Colo.—High Plains Bcstg. Corp., 1490 kc, 250 w. Owners Anna C. Petteys, Robert Petteys, Russell M. Stewart, Byron R. Joachim and John R. Jirdon also own *Sterling Advocate*.

Harrodsburg, Ky.—Pioneer Bcstg. Co., 1420 kc, 1 kw, daytime. Owners Clarence H. Hulse and Charles R. Shuffett also own WLBN Lebanon, Ky.

Pipestone, Minn.—Pipestone Radio Corp., 1050 kc, 1 kw, directional antenna daytime. Owners are C. B. Thomas, Dalton S. Nelson, Roy G. Less and Henry Dalton Inc.

Dover, N. H.—Granite State Bcstg. Co., 1270 kc, 5 kw, DA-2. Granite State also owns WKBR-AM-FM Manchester, WTSW-AM-FM Claremont and WTSL Hanover, all N. H.

Yankton, S. D.—Yankton Bcstg. Co., 1450 kc, 250 w. Realtor William M. Smith is majority owner.

Milan, Tenn.—West Tennessee Bcstg. Co., 1600 kc, 1 kw, daytime. President is H. E. Williams, who is also president of Southern Baptist College. Interlocking ownership with KBHS Hot Springs, Ark.

Commission also granted KGAK Gallup, N. M., authority to change from 1230 kc, 250 w to 1330 kc, 5 kw local sunset, 1 kw directional night.

New Am Sought

NEW am station at Charlottesville, Va., on 1400 kc with 250 w fulltime asked by Lawrence Lee Kennedy in new application filed with FCC Friday. He is chief engineer of WINA there.

CATHOLIC ACTION

ESTABLISHMENT of new Pontifical commission to study films, radio and tv as they may affect faith and morals has been approved by Pope Pius XII, it was made known Friday with publication of Dec. 16 directive in official Vatican publication. New commission replaces film commission which was headed by Bishop Martin John O'Connor of Scranton, Pa., rector of North American College in Rome. Bishop O'Connor will act as president of new commission for six-year term. Commission will include presidential council and executive committee and will maintain contact with national and international Roman Catholic film, radio and tv groups. Commission, it was said, will not pass judgments, but will seek to cooperate in direction of Catholic activity in these fields.

WVJS Joins ABC Radio

AFFILIATION of WVJS Owensboro, Ky., with ABC Radio, effective March 1, was announced by Charles Godwin, director of station relations for network. WVJS is owned and operated by Owensboro-on-the-Air Inc. Malcolm Greep is vice president and general manager. Station is on 1420 kc with 1 kw.

Rivers Sells Georgia Vhf

APPLICATION filed with FCC Friday for sale of ch. 6 WCTV (TV) Thomasville, Ga., by E. D. Rivers Sr. to John H. Phipps, owner WTAL Tallahassee and WTYS Marianna, Fla. Mr. Phipps pays $88,700 to Mr. Rivers for tv expenses and equipment, assumes GE equipment obligations of $331,464. Mr. Phipps also pays $38,000 for Rivers contract to purchase WKTG Thomasville for $62,000 from W. F. Scott Jr. and associates. Bids for WCTV and WKTG sales each are conditioned on grant of other. Mr. Rivers owns WLBS Birmingham and is major stockholder in WOBS-AM-TV Jacksonville, Fla., and WMIE Miami.

Tampa Tv to Debut

TARGET date for programming by Tampa Television Co.'s ch. 13 WTVT (TV) Tampa, Fla., is April 1 with test pattern March 15, firm announced Friday after FCC affirmation of final grant (story page 68). Station expects affiliation with CBS, will use RCA equipment.

UPCOMING

Jan. 31-Feb. 4: American Institute of Electrical Engineers mid-winter general meeting, Hotels Statler and Governor Clinton, New York.

Feb. 1: Deadline, Entries for Sigma Delta Chi Radio-Tv Reporting, Newswriting and Public Service Awards, Chicago.

Feb. 4-5: Ninth Annual Radio-Tv News Short Course, School of Journalism, U. of Minnesota, Minneapolis.

Feb. 5: Radio & Television Correspondents Assn., Hotel Statler, Washington, D. C.

For other Upcomings see page 100

PEOPLE

GUILD COPELAND, with Biow-Beirn-Toigo Inc., N. Y., since 1951, and **EDWARD SHERRY,** with agency since March 1954, promoted to vice presidents under agency's new policy of elevating copy heads to rank of company officers.

ANDREW P. JAEGER rejoins Prockter Television Enterprises, N. Y., as vice president in charge of sales. He will work closely with MCA, NTA and Flamingo, which distribute Prockter programs. From 1949 to 1951, Mr. Jaeger was network film director for DuMont Tv Network before joining Prockter in executive sales capacity. During 1954 he served as director of New York sales for Screen Gems Inc.

GEORGE C. CASTLEMAN, former manager of sales development for CBS Radio Spot Sales and previously with Bermingham, Castleman & Pierce, N. Y., as radio and television director and executive vice president, has joined Free & Peters Inc., N. Y., station representation firm, as television account executive.

DON MILLER, account executive in N. Y. office of CBS Radio Spot Sales since 1952 and from 1942-46 sales manager of WCBS New York, appointed director of special presentations in sales promotion department of CBS Radio Spot Sales, succeeding **ALLAN HUGHES,** who was named last month as manager of sales development, Central Div., CBS Radio Spot Sales.

LEE ADAMS named director-broadcaster of KCBS San Francisco edition of *Housewives' Protective League-Starlight Salute* programs. He replaces **JAMES TAYLOR,** assigned to another area as HPL director. Mr. Adams moves to San Francisco from KMOX St. Louis where he has been HPL director for nine years.

Showerman to Head WISN

I. E. (CHICK) SHOWERMAN, long-time NBC executive in Chicago, appointed manager of WISN Milwaukee, owned by Hearst Corp. which has also bought ch. 12 WTVW (TV) Milwaukee subject to FCC approval (see story page 71).

D. L. Provost, Hearst vice president in charge of radio-television, said Mr. Showerman would succeed Harry D. Peck who resigned Jan. 27. Mr. Showerman's appointment is effective Feb. 1. Mr. Showerman was with NBC from 1928 to 1951, last several years as vice president in charge of Central Division. Since 1951 he has been in national representative and tv film sales fields.

Closed-Circuit Business Opened by ABC-TV

FORMATION of ABC-TV closed-circuit department, to be headed by William Balaban, being announced today (Mon.) by John H. Mitchell, vice president in charge of ABC-TV network. Mr. Balaban, operating as closed-circuit program manager, will be in charge of all activities relating to closed-circuit programming. He will report to Robert Lewine, director of ABC-TV program dept. Mr. Balaban has been daytime tv supervisor for WABC-TV New York, network's New York key station, and also assistant program manager of station.

Sylvania President Dies

W. WARD ZIMMER, 57, president of Sylvania Electric Products Inc., died at New York hospital early Friday after illness of two months.

at deadline

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NEW am station at Charlottesville, Va., on 1400 kc with 250 w fulltime asked by Lawrence Lee Kennedy in new application filed with FCC Friday. He is chief engineer of WINA there.

CATHOLIC ACTION

ESTABLISHMENT of new Pontifical commission to study films, radio and tv as they may affect faith and morals has been approved by Pope Pius XII, it was made known Friday with publication of Dec. 16 directive in official Vatican publication. New commission replaces film commission which was headed by Bishop Martin John O'Connor of Scranton, Pa., rector of North American College in Rome. Bishop O'Connor will act as president of new commission for six-year term. Commission will include presidential council and executive committee and will maintain contact with national and international Roman Catholic film, radio and tv groups. Commission, it was said, will not pass judgments, but will seek to cooperate in direction of Catholic activity in these fields.

WVJS Joins ABC Radio

AFFILIATION of WVJS Owensboro, Ky., with ABC Radio, effective March 1, was announced by Charles Godwin, director of station relations for network. WVJS is owned and operated by Owensboro-on-the-Air Inc. Malcolm Greep is vice president and general manager. Station is on 1420 kc with 1 kw.

Rivers Sells Georgia Vhf

APPLICATION filed with FCC Friday for sale of ch. 6 WCTV (TV) Thomasville, Ga., by E. D. Rivers Sr. to John H. Phipps, owner WTAL Tallahassee and WTYS Marianna, Fla. Mr. Phipps pays $88,700 to Mr. Rivers for tv expenses and equipment, assumes GE equipment obligations of $331,464. Mr. Phipps also pays $38,000 for Rivers contract to purchase WKTG Thomasville for $62,000 from W. F. Scott Jr. and associates. Bids for WCTV and WKTG sales each are conditioned on grant of other. Mr. Rivers owns WLBS Birmingham and is major stockholder in WOBS-AM-TV Jacksonville, Fla., and WMIE Miami.

Tampa Tv to Debut

TARGET date for programming by Tampa Television Co.'s ch. 13 WTVT (TV) Tampa, Fla., is April 1 with test pattern March 15, firm announced Friday after FCC affirmation of final grant (story page 68). Station expects affiliation with CBS, will use RCA equipment.

UPCOMING

Jan. 31-Feb. 4: American Institute of Electrical Engineers mid-winter general meeting, Hotels Statler and Governor Clinton, New York.

Feb. 1: Deadline, Entries for Sigma Delta Chi Radio-Tv Reporting, Newswriting and Public Service Awards, Chicago.

Feb. 4-5: Ninth Annual Radio-Tv News Short Course, School of Journalism, U. of Minnesota, Minneapolis.

Feb. 5: Radio & Television Correspondents Assn., Hotel Statler, Washington, D. C.

For other Upcomings see page 100

PEOPLE

GUILD COPELAND, with Biow-Beirn-Toigo Inc., N. Y., since 1951, and **EDWARD SHERRY,** with agency since March 1954, promoted to vice presidents under agency's new policy of elevating copy heads to rank of company officers.

ANDREW P. JAEGER rejoins Prockter Television Enterprises, N. Y., as vice president in charge of sales. He will work closely with MCA, NTA and Flamingo, which distribute Prockter programs. From 1949 to 1951, Mr. Jaeger was network film director for DuMont Tv Network before joining Prockter in executive sales capacity. During 1954 he served as director of New York sales for Screen Gems Inc.

GEORGE C. CASTLEMAN, former manager of sales development for CBS Radio Spot Sales and previously with Bermingham, Castleman & Pierce, N. Y., as radio and television director and executive vice president, has joined Free & Peters Inc., N. Y., station representation firm, as television account executive.

DON MILLER, account executive in N. Y. office of CBS Radio Spot Sales since 1952 and from 1942-46 sales manager of WCBS New York, appointed director of special presentations in sales promotion department of CBS Radio Spot Sales, succeeding **ALLAN HUGHES,** who was named last month as manager of sales development, Central Div., CBS Radio Spot Sales.

LEE ADAMS named director-broadcaster of KCBS San Francisco edition of *Housewives' Protective League-Starlight Salute* programs. He replaces **JAMES TAYLOR,** assigned to another area as HPL director. Mr. Adams moves to San Francisco from KMOX St. Louis where he has been HPL director for nine years.

Showerman to Head WISN

I. E. (CHICK) SHOWERMAN, long-time NBC executive in Chicago, appointed manager of WISN Milwaukee, owned by Hearst Corp. which has also bought ch. 12 WTVW (TV) Milwaukee subject to FCC approval (see story page 71).

D. L. Provost, Hearst vice president in charge of radio-television, said Mr. Showerman would succeed Harry D. Peck who resigned Jan. 27. Mr. Showerman's appointment is effective Feb. 1. Mr. Showerman was with NBC from 1928 to 1951, last several years as vice president in charge of Central Division. Since 1951 he has been in national representative and tv film sales fields.

Closed-Circuit Business Opened by ABC-TV

FORMATION of ABC-TV closed-circuit department, to be headed by William Balaban, being announced today (Mon.) by John H. Mitchell, vice president in charge of ABC-TV network. Mr. Balaban, operating as closed-circuit program manager, will be in charge of all activities relating to closed-circuit programming. He will report to Robert Lewine, director of ABC-TV program dept. Mr. Balaban has been daytime tv supervisor for WABC-TV New York, network's New York key station, and also assistant program manager of station.

Sylvania President Dies

W. WARD ZIMMER, 57, president of Sylvania Electric Products Inc., died at New York hospital early Friday after illness of two months.

the week in brief

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*Reg. U. S. Patent Office

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time and motion study

A new formula for radio-time-buying which works particularly well in New Orleans

The formula:

$$\frac{M}{T} = AGI$$

T=**TIME** in years required for Station to jump from last to first place in share of audience.

M=**MOTION** upward, expressed in number of stations which had to be passed in the rush to first place.

AGI= **"Audience Growth Index."** The higher this figure, the better the buy.

By a curious coincidence, New Orleans has just one radio station—WTIX—which makes a showing by this formula. In something less than a year, WTIX rocketed from 11th to 1st place in audience, via Mid-Continent's new ideas, programming, news-handling . . . and results. WTIX leads—and grows on—in the morning (20.5%), afternoon (18.3%), and all day (19.3% —next station, 17.8%).*

Motion for Adam J. Young Jr., or talk *time* to WTIX General Manager Fred Berthelson.

* Hooper Radio Index, 7 a.m.—6 p.m., Mon.-Fri., December 1954

the new WTIX

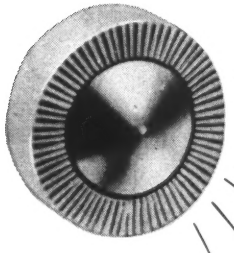
New Orleans 16, La.

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

KOWH, Omaha	WHB, Kansas City	WTIX, New Orleans
Represented by	Represented by	Represented by
H-R Reps, Inc.	John Blair & Co.	Adam J. Young, Jr.

Radio-Active Audiences!



Week after week nearly 150 million people in
45 million homes actively listen to Radio.
And these "Radio-Active" listeners have 111 million
Radios always at their finger tips.

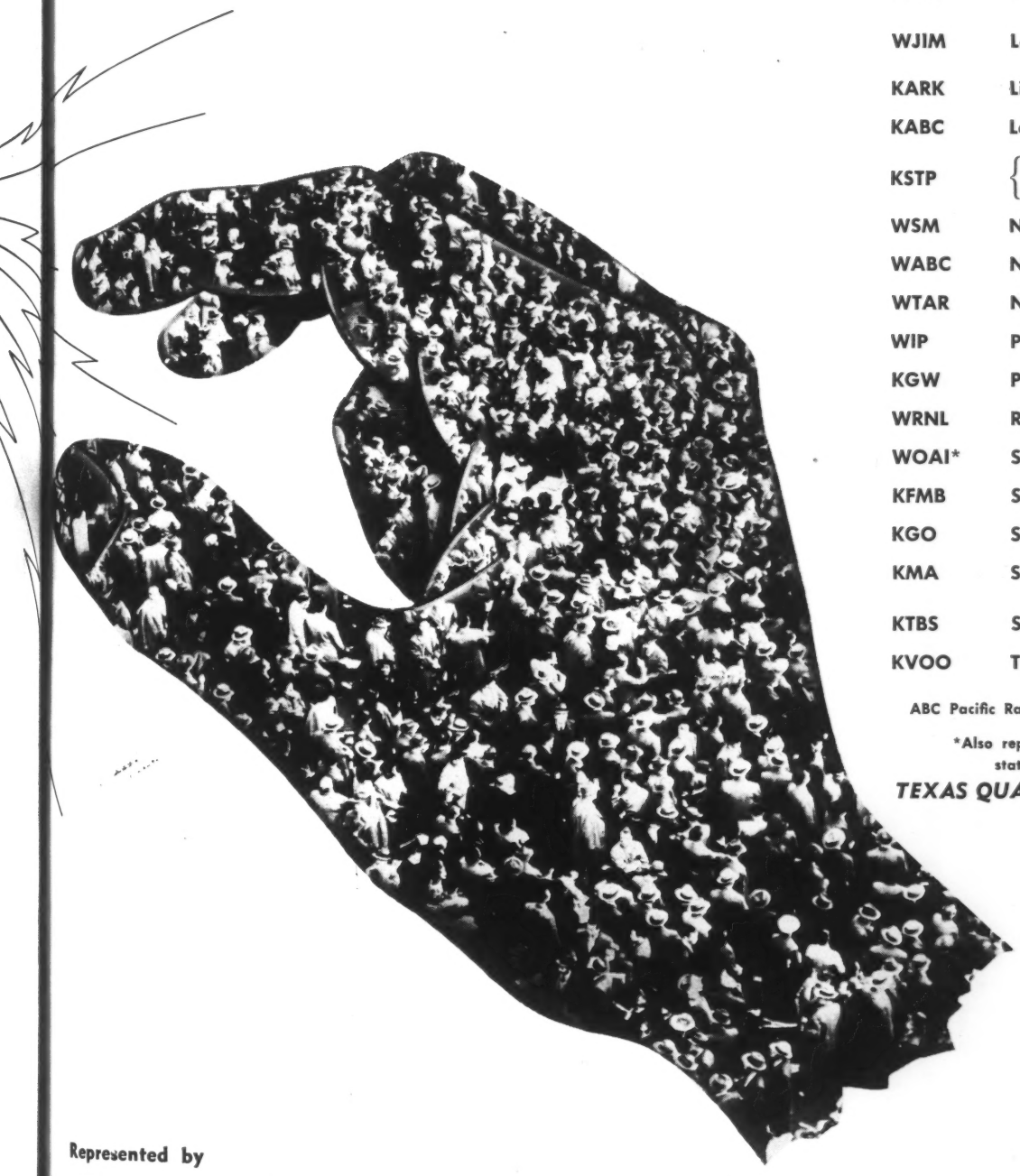
Here's the count of homes tuning in Radio each week . . .

In the Morning over 34 million homes

In the Afternoon nearly 34 million homes

In the Evening nearly 36 million homes

And, SPOT RADIO turns "Radio-Active"
listeners into customers for advertisers.



WSB	Atlanta	NBC
WFAA*	Dallas Ft. Worth	NBC ABC
KOA	Denver	NBC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
KSTP	Minneapolis St. Paul	NBC NBC
WSM	Nashville	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC

ABC Pacific Radio Regional Network

*Also represented as key stations of the

TEXAS QUALITY NETWORK

Represented by

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • DETROIT • ST. LOUIS • ATLANTA • SAN FRANCISCO • LOS ANGELES

GOOD... advertising always pays in the .....

RICH, GROWING NORTH CAROLINA MARKET

BETTER... coverage than ever before is yours with RADIO in the .....

15-county Winston-Salem NORTH CAROLINA Market

BEST... buy morning, afternoon and evening is

WSJS

NBC AFFILIATE

600 KC—5 KW AM - FM

Represented by HEADLEY-REED CO.

OZARK JUBILEE

FOLK Singer Red Foley's first appearance on a regularly-scheduled network tv series came off pleasantly, if not with any great flourish, during the debut of *Ozark Jubilee* on ABC-TV Jan. 22.

The presence of Mr. Foley, whose role in country music has been likened to that of Louis Armstrong in jazz circles, must have delighted his legions of fans, loyal listeners to the radio version of *Jubilee* on ABC since last August. He was more than an acceptable emcee; he sang well, joked amusingly, and all in all conducted himself with admirable ease, considering that this was the first brush with the network tv cameras.

But even Red Foley's personality was not enough to carry the video *Ozark Jubilee*. That could be the opinion of those who feel that when you've seen one folk music show you've seen them all, but if so, the premiere telecast did nothing to dissipate it. It was the old radio-and-stage show format put on tv without imagination. The result was just another program, with little to induce the viewer to come back to it the next week.

That's too bad, for the talent was there: the Crossroads Boys with Grady Martin; Luke Warmweather, a harmonica-playing hillbilly comedian; Hawkshaw Hawkins and Jean Sheppard, singers, and a host of others. Red Foley's rendition of "Hearts of Stone" and other ballads amply demonstrated why his record sales have already topped the 24-million mark.

Yet tv did little for the show—or was it vice versa? Mr. Foley's opening comment that going on network tv "is the greatest thing that's ever happened to us" was an optimistic sentiment that unfortunately could not be echoed by the first program's viewers.

Production Costs: $12,000
Produced by RadiOzark Enterprises and broadcast on ABC-TV, Sat., 9-10 p.m. EST
Production Supervisor: Carl Fox; director: Bryan Bisney; assistant directors: Fred Rains and Gene Hudson; script supervisor: Don Richardson
Cast of Premiere: Red Foley, m.c. and singer; Crossroads Boys, Grady Martin, Luke Warmweather, Jean Sheppard, Hawkshaw Hawkins.
Announcer: Joe Slattery

EXCLUSIVE

THAT the island of Quemoy should have been the scene of the first of Fulton Lewis jr.'s new tv series, *Exclusive,* reaching the viewing public at the very time that it was a headline word the world around, may have been a matter of astounding good fortune or even more astounding pre-vision on the part of Mr. Lewis.

Either way, the timing was perfect and the quarter-hour film series, produced by Washington Video Productions and syndicated by General Teleradio, got off to a splendid start.

The initial film begins with Mr. Lewis pictured on the northernmost point of Quemoy facing the Red Chinese shoreline. In newsreel fashion, the camera tours Chinese Nationalist fortifications, bomb damage from the Red shore battery, living conditions in the Quemoy villages, highways, armed junks and the Nationalists' "motorized" junk navy. Mr. Lewis gives a running commentary in the rapid, deep-chested tones familiar to those who have tuned in to Mr. Lewis on radio.

Except for the remarks of a captured Chinese Red, an old man who was conscripted, given in Chinese and also in English, both of which proved very effective, all of the voice belongs to Mr. Lewis. Granted his accomplishments as a speaker, more variety on the soundtrack would aid the film's dramatic appeal to the ear as well as to the eye. The latter is taken care of by the excellent news photography.

Since news and its analysis are Mr. Lewis' aims in his new tv venture, as it has long been in his radio series, it is proper that the camera also makes news its primary concern. But among the more memorable scenes of the first *Exclusive* program is one of the Chinese Red

Mr. Lewis (l) and producer George F. Johnson on a parapet of the northernmost lookout point on Quemoy Island.

Army conscripts captured on a Quemoy-launched raid. The camera play on their faces, ranging from young boys to old men, recalls similar shots of Hitler's armies in the later days of World War II, when der Fuehrer was scraping the bottom of Germany's manpower barrel.

Mr. Lewis, by going to the scene of the "story," succeeds in conveying to his U. S. audience the drama and tenseness which today are normal in many parts of the world.

Produced by George Johnson of Washington Video Productions and distributed by the film division of General Teleradio Inc.
Commentary by Fulton Lewis jr.
Available for local sponsorship.

SWIFT'S SHOW WAGON

THE PLEA by the entertainer to buy the product in order to support the show supposedly had gone out with Joe Penner, but darned if it didn't show up on the *Swift's Show Wagon* with Horace Heidt and the American Way tv series.

There was no question about it. Heidt, himself, asked the audience to buy Swift products so his talent search could be carried on. It was quite a shock. Those things are supposed to be more subtle and sophisticated today what with selling in depth, integrated commercials and demonstration advertising.

But, then, Heidt's show is that kind of a simple, un-gimmicked production. There's Heidt, simple, unaffected, shy, smiling—and a little older than when he was in his heyday. There's the band, playing simple, unaffected music. There are a couple of solos. There's the guest. And there are the young hopefuls. The telecast version of Heidt's talent search (he did the same thing on radio four or five years ago), now has some video window dressing: a chorus line.

In the show we saw, Heidt had Will Rogers Jr., as the guest, narrating his father's philosophy while old film clips of Will Sr. were shown. There were two talent contestants, a 15-year-old pianist (male), and a 14-year-old

COVERS

Michigan's major market

LIKE A TENT!

The biggest buy in radio is Michigan's "Golden Triangle" . . . bounded by Detroit, Jackson and Flint! That's where you reach 77% of Michigan's 6-billion dollar buying power! That's where nearly 100% of the homes and over 85% of the automobiles have radios! That's where WKMH, WKHM and WKMF command the biggest listening audience because that's where *everybody* likes news, music and sports!

BEST OF ALL . . . YOU CAN COVER MICHIGAN'S MAJOR MARKET LIKE A TENT AND SAVE 10% IN THE BARGAIN BY BUYING THE SMART THREE-STATION PACKAGE!

WKMH WKHM WKMF

DEARBORN—DETROIT
5000 Watts (1000 WATTS NIGHTS)

JACKSON
1000 Watts

FLINT
1000 Watts

REPRESENTED BY HEADLEY REED

EVEN SAMSON?

SAMSON WAS a mighty man,
his strength beyond compare.
That was until Delilah
took the scissors to his hair.
But say she hadn't cut it
and his strength was ten times ten,
still we doubt he'd be as strong
as the signal from W P I N.

WPIN's clear channel signal covers the eleven county area of the West Coast of Florida completely, giving advertisers a market of 790,300 people every day with a buying income of $989,640,000.00. This dominant Independent music and news station is the West Coast of Florida's best daytime radio buy. . . . That's why more local advertisers prefer WPIN.

WPIN

680 Clear Channel

Offices and studios in the
Royal Palm Hotel
St. Petersburg, Florida

Represented Nationally by
Indie Sales, Inc.

WHBF
ROCK ISLAND, ILL.
CBS FOR THE QUAD-CITIES
is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation.
In both radio and tv WHBF is the Quad-Cities favorite.
Les Johnson, V. P. and Gen. Mgr.

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

IN REVIEW

vocalist (female). The vocalist won. The troupe did a strained, western burlesque skit, called (appropriately, we thought) "Hipalong Heidt." The whole thing was hurried along in order to meet the 30-minute deadline. It left this viewer a trifle fatigued.

Production costs: Approximately $35,000.
Sponsored by Swift & Co. through J. Walter Thompson Co. on NBC-TV, Sat., 7:30-8 p.m.
Starring Horace Heidt, with his orchestra and guests; also amateurs.
Producer: Jerry Brown; director: Joseph Cavalier.

THE MILLIONAIRE

FLEXIBLE in format, *The Millionaire*, new weekly half-hour film series on CBS-TV, replaced the evening *Strike It Rich* on Jan. 19.

Billionaire John Beresford Tipton, to find a relaxing hobby, decides to give cashier's checks for $1 million to various individuals. The benefactor does not reveal himself to the recipients, nor does he appear in the series, and it is up to his executive secretary, portrayed by Marvin Miller, to keep a case book on the lives of the individuals and report on this "chess match with human beings as the pawns."

Titled "Millionaire Amy Moore," the premiere program deals with a widowed department store clerk, Toni Gerry, who is tied down by an asthmatic young son, Ray Galli. About the time a young executive, John Archer, comes into her life, she receives the $1 million check with the stipulation no one is to know how she came by the money. Now free to encourage her romance (she had been fighting it because of pride) and full of plans to take her son to a dry climate, her bubble bursts when she learns that her beau's first marriage went on the rocks because the wife was wealthy. After much soul-searching, capped by overhearing her son say he had never seen a man shave, she returns the money.

Well played by the principals, the initial story fell into the category of fair to middlin' soap opera. The format, though, by being so flexible should draw a varied audience, provided the quality of production and acting is maintained throughout the rest of the series. Marvin Miller, as the secretary, is the only continuing role. Always competent as a radio announcer and a motion picture actor, he should prove a most valuable asset to this tv film venture.

Production costs: Approximately $35,000.
Sponsored by Colgate-Palmolive Co. through Ted Bates & Co.
Filmed by Revue Productions for Don Fedderson Productions. Telecast on CBS-TV, Wed., 9-9:30 p.m. EST.
Producer: Don Fedderson; director: Alfred E. Green.
Cast: Marvin Miller, Toni Gerry, Ray Galli, John Archer (Jan. 19).
Writers: Adapted by Mary McCall Jr., from a story by George Van Marter.

★ ★ ★

BOOKS

BUSINESS WITHOUT BOUNDARY, THE STORY OF GENERAL MILLS, by James Gray. U. of Minnesota Press, Minneapolis. 344 pp. $4.75.

FOR AS LONG as commercial radio has been part of the American scene, General Mills has been part of broadcasting, first as operator of WCCO Minneapolis, but more importantly as a major user of the broadcast media to advertise its flours and breakfast foods. James Gray, professor of English at the U. of Minnesota, describes the relationship between General Mills and broadcasting in detail in his interesting history of the world's largest miller and the American grain milling industry.

OPEN MIKE

ARF Report Well Done

EDITOR:

I've been meaning before this to express my appreciation for your thorough and objective treatment of the Advertising Research Foundation's recommended standards for radio and tv program audience size measurements [B•T, Dec. 27, 1954].

As chairman of the ARF subcommittee which conducted the study, I am fully aware of the complexities of the subject and the difficulties of condensing our report to magazine length.

Congratulations on doing that job so well.

G. Maxwell Ule, Vice President
Director of Research
Kenyon & Eckhardt
New York, N. Y.

Georgia Applause

EDITOR:

Congratulations on your article on Georgia by J. Frank Beatty [B•T, Dec. 27], which the *Atlanta Journal* reproduced in condensed form Tuesday, Jan. 18. We would like to have a dozen copies of B•T containing Mr. Beatty's article in its entirety.

Fred B. Moon
Director of Research
Georgia Dept. of Commerce
State Capitol, Atlanta, Ga.

EDITOR:

I read with great interest your story about Georgia's progress [B•T, Dec. 27, 1954] as well as the condensed version which appeared in the *Atlanta Journal* of Jan. 18. Both stories gave excellent pictures of our State and what is happening in it and we appreciate the fine publicity which the stories gave to us.

I am sure that your stories, resulting from [J. Frank Beatty's] 2,000 mile trip through Georgia, will focus a great deal of attention throughout the nation on the efforts we are making to encourage desirable expansion of industry and progressive development in agriculture, providing a new economy for our State. Feeling as I do, I want to express my appreciation to you for your fine report.

Naturally, it was gratifying to us for the city of Athens to be mentioned favorably. We, along with other citizens of our State, are trying to live up to your thought that "Georgians are on the move."

Jack R. Wells, Mayor
Athens, Ga.

Station Coverage

EDITOR:

Certainly enjoyed the articles on station coverage, area stations and "Coming in the Back Door to Cover a Major Market."

The current acceptance of area stations' ability to cover a big market at a very low cost per thousand is certainly encouraging. As in WTTV's case, all the 2¼ million people in our coverage area are important to the advertiser, not just the ½ million who live in Indianapolis. . . .

We'd certainly appreciate permission to reprint these articles for our local and national promotions. . . .

Norm Cissna
Asst. Mgr. and Sales Dir.
WTTV (TV) Bloomington, Ind.

[EDITOR'S NOTE: Permission granted to reprint "Broadcast Coverage—As an Agency Looks at It," by Julia Brown of Compton Adv.; "Television Coverage—As an Engineer Defines It," by broadcast engineer T. A. M. Craven, and "Coming in the Back Door to Cover a Major Market," by B•T associate editor Earl B. Abrams].

EVEN SAMSON?

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But say she hadn't cut it
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vocalist (female). The vocalist won. The troupe did a strained, western burlesque skit, called (appropriately, we thought) "Hipalong Heidt." The whole thing was hurried along in order to meet the 30-minute deadline. It left this viewer a trifle fatigued.

Production costs: Approximately $35,000.
Sponsored by Swift & Co. through J. Walter Thompson Co. on NBC-TV, Sat., 7:30-8 p.m.
Starring Horace Heidt, with his orchestra and guests; also amateurs.
Producer: Jerry Brown; director: Joseph Cavalier.

THE MILLIONAIRE

FLEXIBLE in format, *The Millionaire*, new weekly half-hour film series on CBS-TV, replaced the evening *Strike It Rich* on Jan. 19.

Billionaire John Beresford Tipton, to find a relaxing hobby, decides to give cashier's checks for $1 million to various individuals. The benefactor does not reveal himself to the recipients, nor does he appear in the series, and it is up to his executive secretary, portrayed by Marvin Miller, to keep a case book on the lives of the individuals and report on this "chess match with human beings as the pawns."

Titled "Millionaire Amy Moore," the premiere program deals with a widowed department store clerk, Toni Gerry, who is tied down by an asthmatic young son, Ray Galli. About the time a young executive, John Archer, comes into her life, she receives the $1 million check with the stipulation no one is to know how she came by the money. Now free to encourage her romance (she had been fighting it because of pride) and full of plans to take her son to a dry climate, her bubble bursts when she learns that her beau's first marriage went on the rocks because the wife was wealthy. After much soul-searching, capped by overhearing her son say he had never seen a man shave, she returns the money.

Well played by the principals, the initial story fell into the category of fair to middlin' soap opera. The format, though, by being so flexible should draw a varied audience, provided the quality of production and acting is maintained throughout the rest of the series. Marvin Miller, as the secretary, is the only continuing role. Always competent as a radio announcer and a motion picture actor, he should prove a most valuable asset to this tv film venture.

Production costs: Approximately $35,000.
Sponsored by Colgate-Palmolive Co. through Ted Bates & Co.
Filmed by Revue Productions for Don Fedderson Productions. Telecast on CBS-TV, Wed., 9-9:30 p.m. EST.
Producer: Don Fedderson; director: Alfred E. Green.
Cast: Marvin Miller, Toni Gerry, Ray Galli, John Archer (Jan. 19).
Writers: Adapted by Mary McCall Jr., from a story by George Van Marter.

★ ★ ★

BOOKS

BUSINESS WITHOUT BOUNDARY, THE STORY OF GENERAL MILLS, by James Gray. U. of Minnesota Press, Minneapolis. 344 pp. $4.75.

FOR AS LONG as commercial radio has been part of the American scene, General Mills has been part of broadcasting, first as operator of WCCO Minneapolis, but more importantly as a major user of the broadcast media to advertise its flours and breakfast foods. James Gray, professor of English at the U. of Minnesota, describes the relationship between General Mills and broadcasting in detail in his interesting history of the world's largest miller and the American grain milling industry.

OPEN MIKE

ARF Report Well Done

EDITOR:

I've been meaning before this to express my appreciation for your thorough and objective treatment of the Advertising Research Foundation's recommended standards for radio and tv program audience size measurements [B•T, Dec. 27, 1954].

As chairman of the ARF subcommittee which conducted the study, I am fully aware of the complexities of the subject and the difficulties of condensing our report to magazine length.

Congratulations on doing that job so well.

G. Maxwell Ule, Vice President
Director of Research
Kenyon & Eckhardt
New York, N. Y.

Georgia Applause

EDITOR:

Congratulations on your article on Georgia by J. Frank Beatty [B•T, Dec. 27], which the *Atlanta Journal* reproduced in condensed form Tuesday, Jan. 18. We would like to have a dozen copies of B•T containing Mr. Beatty's article in its entirety.

Fred B. Moon
Director of Research
Georgia Dept. of Commerce
State Capitol, Atlanta, Ga.

EDITOR:

I read with great interest your story about Georgia's progress [B•T, Dec. 27, 1954] as well as the condensed version which appeared in the *Atlanta Journal* of Jan. 18. Both stories gave excellent pictures of our State and what is happening in it and we appreciate the fine publicity which the stories gave to us.

I am sure that your stories, resulting from [J. Frank Beatty's] 2,000 mile trip through Georgia, will focus a great deal of attention throughout the nation on the efforts we are making to encourage desirable expansion of industry and progressive development in agriculture, providing a new economy for our State. Feeling as I do, I want to express my appreciation to you for your fine report.

Naturally, it was gratifying to us for the city of Athens to be mentioned favorably. We, along with other citizens of our State, are trying to live up to your thought that "Georgians are on the move."

Jack R. Wells, Mayor
Athens, Ga.

Station Coverage

EDITOR:

Certainly enjoyed the articles on station coverage, area stations and "Coming in the Back Door to Cover a Major Market."

The current acceptance of area stations' ability to cover a big market at a very low cost per thousand is certainly encouraging. As in WTTV's case, all the 2¼ million people in our coverage area are important to the advertiser, not just the ½ million who live in Indianapolis. . . .

We'd certainly appreciate permission to reprint these articles for our local and national promotions. . . .

Norm Cissna
Asst. Mgr. and Sales Dir.
WTTV (TV) Bloomington, Ind.

[EDITOR'S NOTE: Permission granted to reprint "Broadcast Coverage—As an Agency Looks at It," by Julia Brown of Compton Adv.; "Television Coverage—As an Engineer Defines It," by broadcast engineer T. A. M. Craven, and "Coming in the Back Door to Cover a Major Market," by B•T associate editor Earl B. Abrams].

NOW

1,000,000

WATTS

WILK-TV speaks with performance . . . not claims. Turn to WILK-TV for the kind of sales packed reception a million watts deliver. This new power, combined with smart programming and proven sales know-how, will sell more of your products at less cost. Here is your ideal vehicle to roll into a top-dollar market of over 2 million viewers in 20 Northeastern Pennsylvania counties, extending from New York State to Harrisburg . . . from Williamsport to New Jersey. It reaches an annual spending power of over 4 billion dollars.

For the BEST in Television—it's WILK-TV-Channel 34

1ST IN POWER AND COVERAGE!

WILK-TV

WILKES-BARRE
SCRANTON

AVERY KNODEL, INC.
NATIONAL REPRESENTATIVES

• NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • ATLANTA • DALLAS

NOW

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NATIONAL REPRESENTATIVES

• NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • ATLANTA • DALLAS

If Your Market is
MINNEAPOLIS
ST. PAUL

NOW IS THE TIME

to see your

H-R

television representative

...about choice availabilities on KEYD-TV

...you can buy maximum power at minimum cost on the Upper Midwest's new Channel 9 station

... ask your H-R man about KEYD-TV's "incentive" rates

316,000 WATTS

KEYD TV

Offices, Studios, Transmitter
FOSHAY TOWER
Minneapolis
Represented Nationally by H-R TELEVISION, INC.

KEYD-TV Market Facts

POPULATION	over 2½ MILLION
BUYING INCOME	nearly 3½ BILLION
RETAIL SALES	nearly 3 BILLION
FOOD SALES	612 MILLION
DRUG SALES	77 MILLION

our respects

to WALTER ELIAS DISNEY

THERE are two basic reasons why Walt Disney has added tv program production to his already busy theatrical schedule. According to Roy O. Disney, president of Walt Disney Productions, "we have embraced tv not only for itself and its possibilities, but also to exploit and sell our motion picture product." But, when Walt Disney accepted the 1954 Sylvania Award "For the Most Outstanding Television Series for Children of All Ages," he gave the "more important" reason.

"Television is, to me, tremendously exciting. Not only as entertainment, but as a living vital force in the world today. Americans are a responsive people, and the ideas, knowledge and emotions that come through the tv screen in our living rooms will most certainly shape the course of the future for ourselves and our children. Frankly, we want to become part of that living force," he declared.

Mr. Disney is a dynamic person of seemingly boundless enthusiasm and imagination. His working premise is to inform and, at the same time, entertain the public. If Mr. Disney were less than dedicated, according to an associate, he wouldn't have started ABC-TV *Disneyland* and now be considering adding a five-times weekly hour-long children's program on the same network.

Prior to last April, when he signed his exclusive ABC-TV long-term contract to produce an annual minimum of 26 hour-long filmed programs, the producer had appeared on tv twice. He did the Christmas program for Coca-Cola in 1950 on NBC-TV and for Johnson & Johnson in 1951 on CBS-TV. The basic problem was to find a format which would employ the Disney product to the best advantage. "Disneyland," the $9 million park under construction near Anaheim, Calif., is a 20-year dream come true.

Using old and current Disney products to make up the series does not mean merely throwing some old footage together and running it off at the proper time. "From Aesop to Hans Christian Andersen," which will be shown March 2, might be considered a typical program. Although this incorporates "The Ugly Duckling," "Brave Little Tailor," and "Tortoise and the Hare" with other subjects, it represents the combined efforts of some 50 craftsmen and 2½ months of time to produce the show for tv. Thus, the $100,000 minimum weekly budget is better understood.

Always one to credit his top creative staff with much of the studio's success, Mr. Disney says that tv has brought out a lot of inherent versatility on the part of this staff. Idea men have turned into writers, writers have turned into actors and, even though at first he doubted the wisdom of it, he became the tv host.

Up for sale by ABC-TV last spring, when most advertisers' tv budgets were already spoken for, *Disneyland* was grabbed up within two months by American Motors, Derby Foods and American Dairy Assn. It is now seen weekly on 137 U. S. and 15 Canadian tv stations.

The producer, born Walter Elias Disney, Dec. 5, 1901, in Chicago, was always interested in show business though never particularly encouraged. He concluded his formal education at an early age, and got his first art job. After a few months drawing such inspiring things as egg-laying mash and salt blocks for farm journals in Kansas City, he decided to go into business as a commercial artist.

Completing an assignment for a slide company early in 1920, he realized that the animated cartoon was for him, and he knew he had to get to Hollywood one way or another. Pictures of babies proved to be the answer and after selling enough he landed in Hollywood in August 1923, with a suit of clothes, some drawing materials and $40.

Establishing a partnership with his brother, Roy, the young visionary found the "Alice in Cartoonland" and "Oswald the Rabbit" subjects met a fair amount of success. The creation of "Mickey Mouse" caused hardly a ripple, because with the release of "Jazz Singer," sound had become the order of the day. He stuck with "Mickey," and with the third cartoon patented a method of voice synchronization which is still in use at the studio today.

His next major step came with the creation of "Silly Symphonies" in 1929—in color. In 1938 he produced "Snow White and the Seven Dwarfs," the first full-length animated feature.

With more than $3 million invested in his equipment and studio, 94% of the facilities became engaged in government work during World War II. Out of the reconversion to peace came "Make Mine Music," the feature in which voices and talents of personalities were combined with the cartoon medium. Then followed his move into live action features. In 1949 Mr. Disney started the "True-Life Adventure" series.

He has been married for 29½ years to the former Lillian Bounds, one of the girls hired to help make the first "Alice" cartoon. They have two daughters, Diane, 20, and Sharon, 18. Mr. Disney is a mechanic at home with an elaborately set up workshop, where he can indulge his life-long passion for miniatures.

To the oft-repeated statement that he makes pictures only for children, Walt Disney, winner of numerous awards including 21 "Oscars" and an Irving Thalberg award from the Academy of Motion Picture Arts & Sciences, continues to ask: "How old is a child?"

Let's Face The Facts!

The face in "Let's Face the Facts" this month is that of Gordon E. Jacobson, Omaha District Sales Manager for General Mills—a KFAB advertiser for over eighteen years.

Year after year satisfied customers are any advertising medium's greatest success story—and KFAB has lots of 'em. We invite you to "Face the Facts." KFAB boasts many long-term, successful advertisers for only one reason—BECAUSE IT DOES THE JOB! Get all the facts from KFAB's General Manager Harry Burke—likewise Free & Peters, Big Mike's reps.

Special promotions this year will commemorate the Diamond Jubilee for General Mills' Gold Medal Flour.

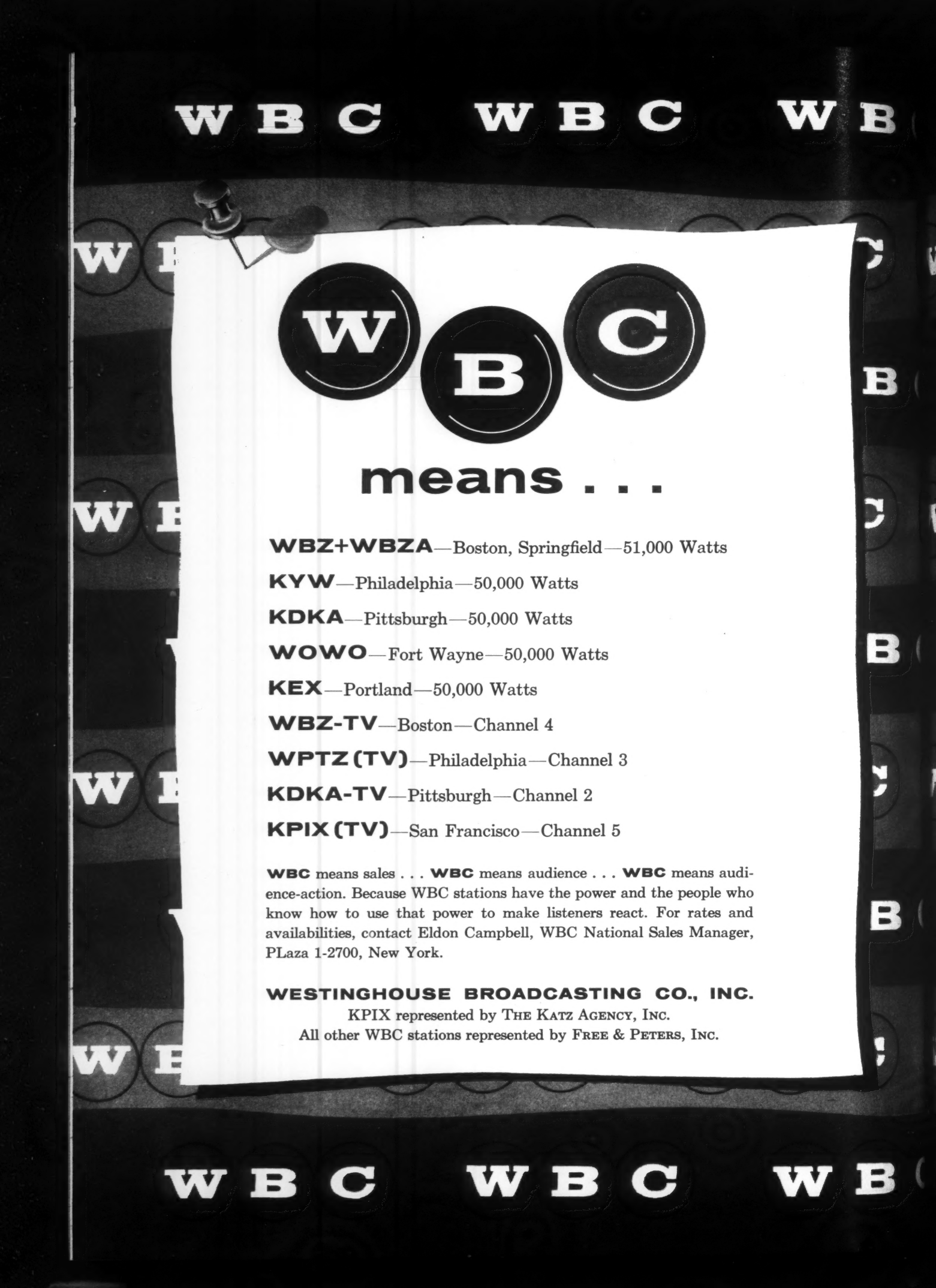
THE MIDWEST-EMPIRE STATION

KFAB

1110 K.C.

50,000 WATTS **OMAHA** CBS RADIO

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station


WBC WBC WB
WBC
means . . .
WBZ+WBZA—Boston, Springfield—51,000 Watts
KYW—Philadelphia—50,000 Watts
KDKA—Pittsburgh—50,000 Watts
WOWO—Fort Wayne—50,000 Watts
KEX—Portland—50,000 Watts
WBZ-TV—Boston—Channel 4
WPTZ (TV)—Philadelphia—Channel 3
KDKA-TV—Pittsburgh—Channel 2
KPIX (TV)—San Francisco—Channel 5
WBC means sales . . . WBC means audience . . . WBC means audience-action. Because WBC stations have the power and the people who know how to use that power to make listeners react. For rates and availabilities, contact Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.
WESTINGHOUSE BROADCASTING CO., INC.
KPIX represented by THE KATZ AGENCY, INC.
All other WBC stations represented by FREE & PETERS, INC.
WBC WBC WB

WBC
NOW
WBC means
KDKA-TV
2
Formerly WDTV—Channel 2
Pittsburgh's First
Television
Station

Advertisement

From where I sit *by* Joe Marsh

A Winner Every Time!

Last Friday at our big basketball game with Centerville I sat next to a fine-looking old man. Centerville had things pretty much their way the first half—and he cheered every single score they made.

But our boys began to catch up. Then Stretch Brown put us in the lead with a long set shot,—and I noticed that the old fellow was now rooting for our side. "What team are you for, anyway?" I demanded.

"Neither one," he replied. "I've got my own team, I figure *any* kid that does a good job out there is automatically on my team. Root for the individual like I do—and you'll always back a winner!"

From where I sit, maybe it is a good idea to keep your eye on the individual, instead of automatically grouping him on teams you're "for" or "against." We're all of us individuals at heart, with our likes and dislikes—our right to prefer tea to coffee or beer to buttermilk . . . and our right to "blow the whistle" when anyone tries to regiment us.

Joe Marsh

Copyright, 1955, United States Brewers Foundation

JERRY FENIGER

on all accounts

RADIO's resurgence "arrived" when those who had no "axe to grind" sold the medium as a whole.

That's the opinion of Jerry Feniger, whose own resurgence on ad row is as recent as Jan. 1 when he returned to Cunningham & Walsh. He is C&W's media director in New York on the Liggett & Myers Tobacco Co. (Chesterfield, L & M cigarettes) account.

Mr. Feniger is qualified to speak about radio from both buying and selling viewpoints. Between stints at C&W, he spent three years, starting Dec. 1, 1951, with CBS Radio Spot Sales.

His debut at C&W was in June 1950 as head timebuyer on all accounts, working under Newman McEvoy, the agency's vice president in charge of radio.

Jerome R. Feniger Jr., born June 16, 1925, at Peoria, Ill., attended schools in Davenport, Iowa, and graduated with a bachelor of arts degree in 1948 from the State U. of Iowa. In between schooling, Mr. Feniger spent two years with the Air Force in Japan.

A brush with radio in 1944 when Mr. Feniger was an announcer at WSUI Iowa City was followed in the service with more of the medium at WLKI Fukuoka, Japan, an Armed Forces station, and in the summer of 1948, as announcer and producer with WHBF Rock Island, Ill.

In the fall of that year, Mr. Feniger took the step that set the course of his career. He went to New York, entered graduate work in radio at Columbia U. and by Feb. 1, 1949, landed his first agency job, at the Biow Co. as an assistant to Terrence Clyne, vice president in charge of the Bulova Watch account (both the account and Mr. Clyne have moved to McCann-Erickson). With Biow, Mr. Feniger traveled the country, visiting stations and lining them up for Bulova placement.

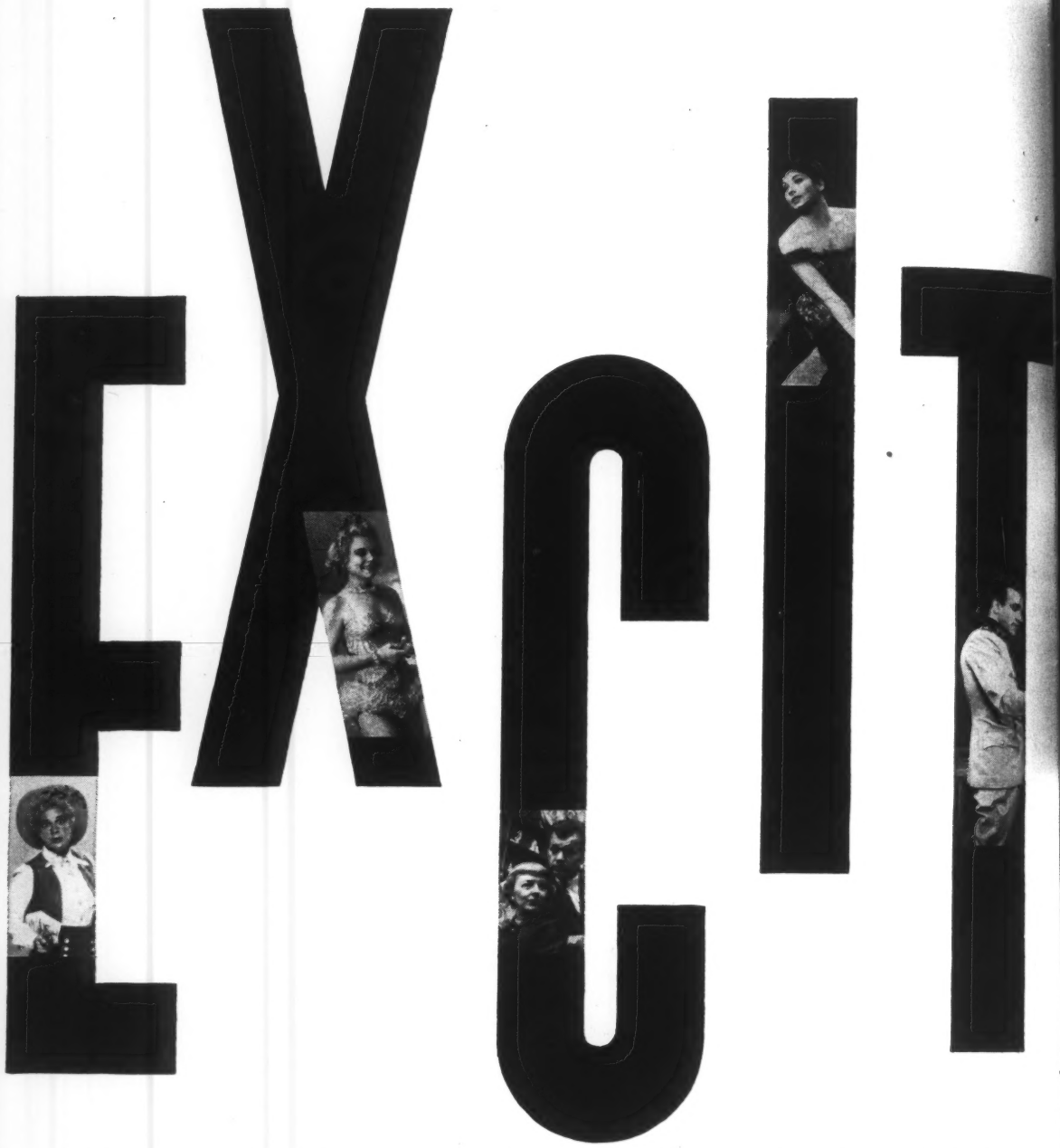
New York also marked a turning point in his life. He was married to the former Marian Schwartz, then a secretary at CBS in New York, and who now keeps their apartment in Manhattan tidy despite the overload of books for which avid reader (and buyer of book subscriptions) Mr. Feniger is responsible. Other interests are golf and theatre.

He feels the sight, sound and motion of tv as a selling medium can be equalled only by the door-to-door salesman—it's the "high cost of tv" which worries the advertiser, he says. Radio, Mr. Feniger believes, has the quality of low cost for the frequency and is strong in high circulation.

MEREDITH
Radio and Television
STATIONS

KANSAS CITY: KCMO Radio & KCMO-TV The Katz Agency
SYRACUSE: WHEN Radio & WHEN-TV The Katz Agency
PHOENIX: KPHO Radio & KPHO-TV The Katz Agency
OMAHA: WOW Radio & WOW-TV John Blair & Co. and Blair-TV

Affiliated With Better Homes and Gardens and Successful Farming Magazines



"NBC's programming of spectaculars and general razzle dazzle," writes John Crosby in the New York Herald Tribune, *"has given television an importance and a sense of excitement that it cannot afford to lose."*

The NBC Color Spectaculars have broken the rigid radio-mold of unvarying strips of half-hour shows. They have forced wider horizons, new programming concepts . . . they draw into television great stars, writers, directors from all over the world. In addition they have given Color Television tremendous impetus by providing regular and impressive color programming.

The special ingredient that has given *all* television its great expansion and excitement has been the NBC Color Spectaculars. And the audience response has been unmistakable.

Since the new season began in September, Nielsen ratings* show:

More than 11 million families watching the average Spectacular — almost double the audience of the average evening network program.

Seven Spectaculars with Top Ten-sized audiences during the six rating periods.

More homes tuned to NBC — an average of 649,000 more homes than the second network, with its average nighttime program.

In every rating period, more Top Ten shows from NBC than any other network.

NBC's program leadership has made it a most exciting year for the television audience. And a most profitable year for advertisers.

exciting things are happening on

NBC TELEVISION

a service of RCA

*Nielsen second September Report–first December Report 1954. All data verified by A. C. Nielsen Co.

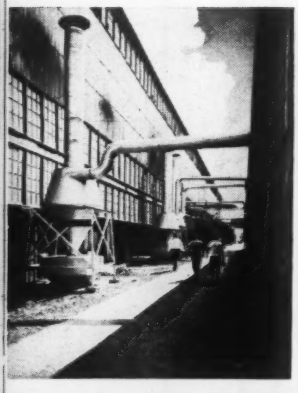
go where the money is!

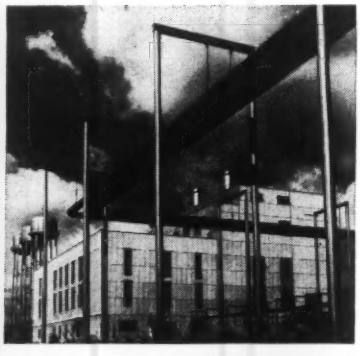
Here's a first-class axiom for anyone with something to sell. And this Ohio River Valley is a first-class market to sell *in* — thanks to a happy combination of industrial bustle, supplying the world with a list of products almost as long as the heavily-loaded freight trains that carry them away.

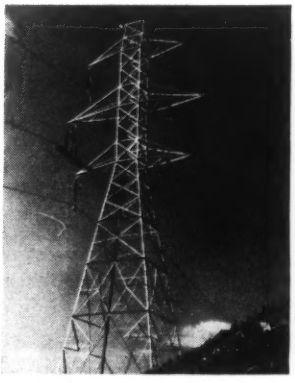
But the most important product is the money all this activity generates . . . money shared lavishly with skilled workers on the ever-growing payrolls.

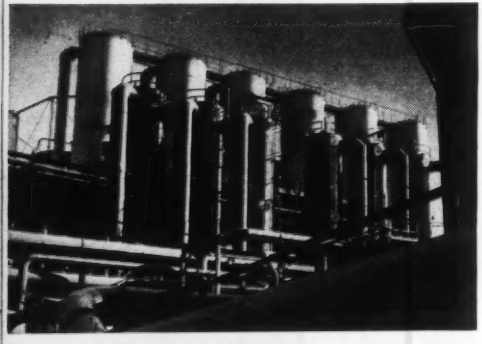
The money is here, all right! To get to it, you need only the help and persuasive power of three highly-respected salesmen, welcomed daily into the homes of Ohio River Valley money-makers. Together, they pack a triple wallop; individually, each has a record of results no advertiser can afford to ignore.

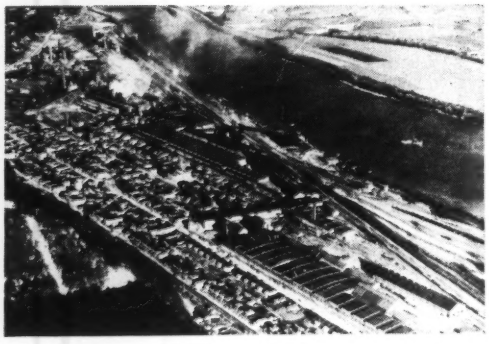
If you want your share of this vast buying power, go where it is! WSAZ-TV, teamed up with radio stations WGKV and WSAZ, will take you there faster, more effectively, at lower cost, than any other media combination in this whole money-loaded market!

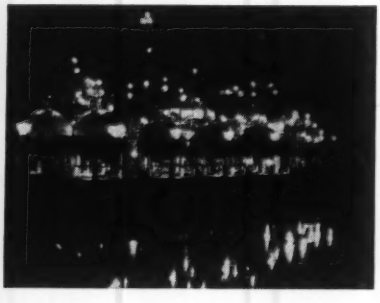


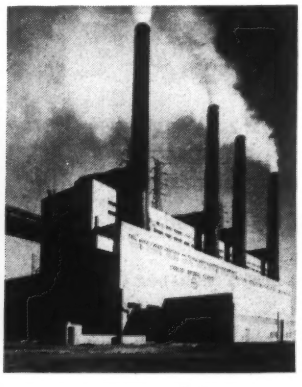












WSAZ-TV
CHANNEL 3—BASIC **NBC** NETWOR
100,000 WATTS **ERP**
HUNTINGTON-CHARLESTON, W. VA

RADIO
WSAZ 930 KC. ABC
HUNTINGTON, W. VA.
WGKV 1490 KC. NBC
CHARLESTON, W. VA.

represented nationally by
The KATZ Agency

YOUR **MUST BUY** STATIONS FO
COMPLETE RADIO-TV COVERAGE O
THE INDUSTRIAL HEART OF AMERIC

BROADCASTING TELECASTING

January 31, 1955 Vol. 48, No. 5

RADIO'S 1954 TIME SALES BELOW '53 ALL-TIME HIGH

FOR the first year in 16 and the second in all radio history total time sales by the nation's radio stations and networks during 1954 failed to hit a new all-time high. The combined radio station-network net sales of $453,385,000 for the year fell 5% short of the $477,206,000 net sales for 1953, which stands as the all-time record for yearly radio business.

These figures are for net time sales, after all frequency and promotional discounts but before the deduction of commissions to agencies, sales representatives and other sales expenses. On a gross basis, with time sales figured at the one-time rate before any discounts of any kind, radio stations and networks did a combined business in 1954 of $715,146,000.

The 1954 radio time sales figures are estimates, of course (the official figures, compiled each year by the FCC, will not be available for many months to come). These estimated figures of last year's radio business were compiled by BROADCASTING • TELECASTING for the 1955 BROADCASTING YEARBOOK AND MARKETBOOK (see box, page 28) going in the mails next week. They were arrived at by use of a B•T formula which has proved highly accurate year after year since its development more than a decade ago by Dr. Herman Hettinger, noted economist.

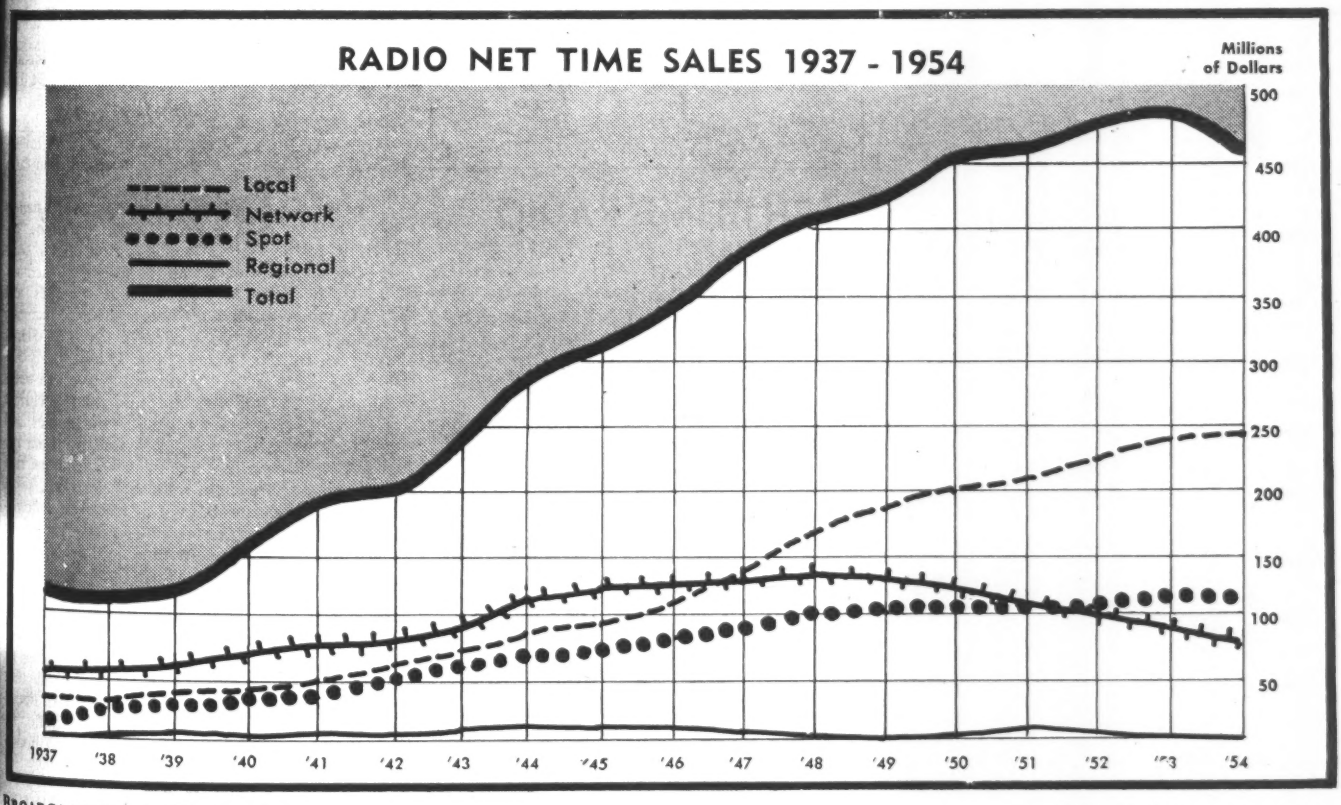
Radio's time sales were off last year from the year before in every category except local business, which added an estimated $1 million to its 1953 total for a gain of 0.4%. Radio networks continued their downward trend of the last six years, reduced time charges and increased discounts making the loss in network revenue far greater than the decline in the number of sponsored network hours. Spot time sales also were off 5.9% last year, the first time in the 20 years that sales records have been kept that spot business failed to surpass the volume of the previous year. Regional networks likewise suffered a decline, for the third consecutive year, but this business accounts for only 1% of the overall radio total.

Television is credited, or blamed, with the responsibility for most of radio's loss of business, the theory being that many advertisers prefer to use the broadcast medium that offers sight as well as sound than the one with sound only. Be that as it may, television prospered mightily in 1954. A preliminary estimate made by TvB puts tv's net time sales, station and network combined, at $515 million, better than 36% ahead of the 1953 net of $384.5 million.

TvB breaks down its estimate as follows: tv networks—$242 million; tv spot—$148 million; tv local—$120 million, emphasizing that these are preliminary figures.

Other advertising media last year also topped their 1953 totals but by narrower margins than those which separated 1953 and 1952 billings.

Newspapers, in 1954, had national advertising billings at $625-630 million, up from $601 million for 1953. The increase for the year, however, is far less than the $75 million which separated the 1953 total from the $526 million of national advertising in newspapers in 1952. These figures, it should be noted, cannot be compared to the radio total of $453 million, for two reasons. First, they are calculated at the one-time rate, without any discount



BROADCASTING YEARBOOK IN THE MAILS

THE 1955 BROADCASTING YEARBOOK AND MARKETBOOK, 21st edition of an annual series of reference works published by B•T uninterruptedly since 1935, goes in the mails to subscribers next week.

Major feature of the new volume, as of its predecessors, is the radio station directory, listing every am and fm station in the U. S. and in Canada and the Latin American countries as well. In addition to showing the call letters, power, frequency, the year the station began operation and other such pertinent data right down to the street address and telephone number, the station listings also include the names of the licensee and chief executives, plus those of such specialists as news, sports, farm and women's directors.

The 1955 YEARBOOK continues a feature begun last year, the inclusion of market data for every one of the more than 3,000 U. S. counties. The latest available population figures, number of radio homes, total retail sales and individual food and drug sales, and the number of passenger automobiles are included in the market data tables.

Another continuing feature is the exclusive B•T estimate of radio billings for national and regional networks, spot and local business for 1954, together with similar net billings figures dating back for 20 years. Arthur C. Nielsen, president of A. C. Nielsen Co., market research firm, analyzes radio audience trends in another exclusive article. Still another YEARBOOK exclusive is the report of the survey conducted by Kenyon & Eckhardt, showing what merchandising services are offered, with or without charge, by each U. S. radio station.

Updated to Jan. 1, 1955, are the YEARBOOK's complete listings of the executives of all the radio networks, RCA, Columbia Broadcasting Systems Inc. (parent company), Federal Communications Commission, National Assn. of Radio & Television Broadcasters and Radio Advertising Bureau, as well as the lists of consulting radio engineers and of attorneys admitted to practice before the FCC.

Details of group ownership and newspaper ownership of radio stations are reported in the new YEARBOOK, as are regional networks and their members, station representatives and their lists, equipment manufacturers and their products, program organizations and their services, advertising agencies and their clients, labor unions, trade associations and other organizations connected with the broadcasting industry.

The 1955 BROADCASTING YEARBOOK AND MARKETBOOK is the radio counterpart of the 1954-55 TELECASTING YEARBOOK AND MARKETBOOK which currently is in use. The 1955-56 TELECASTING YEARBOOK AND MARKETBOOK will be published in August.

of any kind. Second, the newspaper figure covers national advertising only and excludes all local space sales.

Magazines in 1954 did a gross business of $605 million, according to estimates made by Publishers Information Bureau. This is $6.5 million higher than the 1953 gross of $599 million, but that total was $45.5 million above the 1952 figure, indicating that magazines, like newspapers, suffered a considerable slowdown in their rate of growth during last year.

The magazine figures are calculated at the one-time gross rate, before any discount of any kind, and so are comparable to radio's gross billings of $715 million. It is significant that even with its losses, radio as a medium grossed 18.2% higher last year than magazines.

Direct Mail last year amounted to $1,320,000,000, according to an estimate of the cost of producing and mailing this type of advertising made by Direct Mail Advertising Assn., which reported that the 1954 figure represents a 6% increase over the 1953 total.

The accompanying table, comparing 1954's net radio time sales for national networks, regional networks, spot and local business with those of 1953, shows a shift in the relative importance of each type of business during the year. The graph on page 27 shows how the relationship of these types of radio business have compared over a 20-year span.

The nationwide radio networks, for example, in 1940 accounted for 45.5% of all radio business. By 1948, when these networks reached their peak in dollar revenue, their share of the industry total had dropped to 32.1%. In 1953 they did 19.5% of the total radio business and last year only 16.8%.

Meanwhile, local radio business was reversing the national network trend and becoming an increasingly important part of the total. In 1940, local business brought in 28.7% of radio's total revenue. By 1948, it accounted for 32.1%; by 1953 for 52.2%, and last year for 55.3%.

Spot and regional network advertising have maintained more consistent relationships to the whole body of radio business. Spot business was 23.8% of the total in 1940, 25.1% in 1948, 27.2% in 1953 and 26.9% last year. Regional network business has stayed between 1% and 3% of the total throughout.

RADIO NET TIME SALES

Class of Business	1953 ($000)	% Total	1954 (Est.) ($000)	% Total
National Network	$ 92,865	19.5	$ 76,219	16.8
Regional Network	5,192	1.1	4,666	1.0
Spot	129,605	27.2	121,935	26.9
Local	249,544	52.2	250,565	55.3
Total	$477,206	100.0	$453,385	100.0

NIGHTTIME RADIO IS SOUND BUY–NBC

BELIEF that nightime radio is a "weak sister" and a poor advertising risk is challenged sharply in a survey conducted by Daniel Starch & Staff and released last week by Hugh M. Beville, NBC director of research and planning.

Some highlights of the study are:

• Some 56,250,000 people listen to radio on an average weekday night.

• Some 31,015,000 listen to radio two hours or more on an average weekday night.

• In the Northeast, where tv saturation is high, evening radio reaches more than one out of every three persons on an average evening; in cities with over 500,000 population—tv's main stronghold—evening radio had 9,675,000 listeners on an average night.

• In the biggest markets in the country, radio reaches 36.7% of all persons over 10 on an average evening, and in the rest of the country reaches about one out of every two individuals.

At a special news conference last Thursday, William H. Fineshriber Jr., vice president in charge of NBC Radio, declared the results of the study should help dispel the uncertainty surrounding the size and quality of radio's audience. He stressed the study was designed to boost radio in general, not merely network radio or NBC radio.

Mr. Fineshriber traced the background of the study, pointing out that Starch regularly conducts surveys to obtain projectable information with regard to the characteristics and purchases of magazine readers. At NBC's request, Starch integrated the following questions on radio listening and tv viewing into its regular questionnaire:

"During an average weekday evening, between 6 p. m. and midnight, how many hours do you spend listening to radio? How many to viewing tv?"

The study was conducted from November 1953 through March 1954 and consisted of interviews with 16,000 pre-selected individuals living in 13,100 pre-selected households.

An NBC presentation built around the survey points out that its results coincide closely with surveys made by other research firms.

The study, NBC said, shows that the evening radio audience is divided into men and women in about the same proportion as the whole population, with about 27,110,000 males over 10 and 29,150,000 females over 10 tuned into radio on an average night. Similarly, it was pointed out, evening listeners are of all ages, with nighttime listening by the 10-17 group amounting to 50.7% of all individuals in that age bracket; 18-25 group, 50.9%; 26-35 group, 40.1%; 36-45 group, 40.9%; 46-55 group, 45.4% and 56 and over, 52.0%.

The study indicates that radio penetrates into every education group, pointing out that among persons with grammar school education, 47.5% listened to nighttime radio; high school, 43.0%, and college, 47.1%.

Evening radio, the study reveals, reaches 16,742,000 housewives or 43.1% of all housewives in the nation on an average night. On the same basis, evening radio is heard by 5,238,000 "working marrieds," or 45.9%; 2,497,000 single women 18 and over, or 56.0%, and 4,673,000 girls 10-18, or 52.5%.

The survey reports that the median income for non-farm evening radio listeners is $4,050, an income said to be within 10% of the national average. Some 20,240,000 of the listeners on an average night are said to be in households with incomes above the national non-farm median.

Among farm families, evening radio listeners have higher than average farm incomes, according to the study. It shows that 39.4% were in households with above-average incomes; 39.2%, households with average incomes, and 21.4%, households with below average incomes.

Other pertinent data cited in the NBC-Starch study: of the 56,250,000 radio listeners, 37,597,000 did not watch tv at all on an average weekday night; 43,046,000 did not read a current issue of the four major weekly magazines, and 50,354,000 did not watch daytime tv. Four out of five radio listeners live in private homes, said to be higher than the national average; seven out of ten households own at least one automobile, and evening radio households are above the national average in expenditures for food and groceries, running up an annual food bill of more than $20 billion.

NBC claimed that the study shows that an advertiser can cover 90.7% of all U. S. households by adding evening radio to evening tv; use evening radio as a supplement to daytime tv and reach 31,203,000 unduplicated households; use evening and daytime radio together to reach 31,203,000 unduplicated households.

TIMEBUYER ASKS MORE ACCURATE DATA FROM STATIONS SERVING NEGRO MARKETS

Madeleine Allison of the Deutsch agency starts ruckus at RTES luncheon with charge that most such stations fail to provide reliable or accurate coverage information.

A SPIRITED discussion of the Negro radio market, keynoted by a timebuyer's complaint that a large proportion of stations which program to the Negro audience fail to provide "reliable and adequate" coverage information on the market they serve, took place Thursday at a Radio & Television Executives Society luncheon in New York.

A surprise turnout of timebuyers, station people and station representatives, that topped the 75 people expected, sustained high interest at the meeting held at the Roosevelt Hotel.

Madeleine Allison, timebuyer for Herschel Z. Deutsch, New York, while noting that she did not propose "an indictment of all stations which program to the Negro audience," charged that a "very large proportion" of more than 300 such stations are remiss in supplying their sales representatives with accurate, believable information.

"Sometimes the information is incomplete or inaccurate because the station manager isn't smart enough to send it on—but sometimes—and I hate to say this, he's *too* smart to send it on," she declared.

Buying Negro radio time, Miss Allison said, entails more than the study of a coverage map, a set of ratings and a slide rule. She stressed "the vital factor of proof of audience."

Noting that the "traditional yardstick of the traditional timebuyer is the rating survey report," Miss Allison asserted there are too few such reports for the timebuyer of Negro radio and that "in far too many cases the reports are more interesting than reliable."

Flaw in Survey

In attacking the reliability of some Negro radio rating reports, Miss Allison pointed to a survey taken in 300 homes in a 250,000 population city and another wherein telephone exchanges did not reveal whether white or Negro homes were being called.

She also emphasized that "when I want to reach a specific type of audience, I want a specific type of program. Some products need the 'sincere' and mature gospel type audience and some would do better in a rhythm and blues program. Few salesmen have ever bothered to find out [what programs actually are], and when they do try, can't get the information from the stations."

In addition to underscoring the need for better and more information from stations, Miss Allison said there's need always for information about other stations in the same market, "primarily as a key to the extent of the competition for this limited audience in the time being considered." She said if the sales representative cannot supply the facts, "it is almost impossible to find out any other way."

Miss Allison also urged stations, and/or their representatives, to supply information on the number of advertisers in a program segment. "You see, it occurs to me that if there are the usual long-winded commercials for 12 local advertisers in a 45-minute segment, my client's message is going to feel a little cramped.

"Let's face it. Double spotting is only too common in this field. So if the station is reluctant to reveal the number (and names) of the local accounts in a particular program, I'm reluctant to buy it."

Miss Allison summed up by noting that competition in the Negro radio field is increasing and with this step-up "over-programming is seriously cutting into the value of the medium." If the timebuyer's judgment is "impeded by poor information," she warned, confidence in the timebuys wanes as the means for "reaching the greatest possible number of potential customers for our clients." If this should impair sales results, she said, "we must come to the conclusion that maybe there isn't any real need for Negro radio."

Miss Allison was the recipient of a rash of questions which broke out among her listeners after the speakers had finished their prepared talks. Some of the station representatives in the audience took issue with her remarks on coverage data. While admitting that timebuyers of Negro programming are primarily interested in urban areas [most station coverage maps cover the heavily populated areas within "primary" signal area], Miss Allison asserted she has found instances where signals do not get into urban area sections where most of the Negro population is concentrated.

She agreed with a salesman's suggestion that superimposition of color breakdown on a station coverage map would help.

Miss Allison's employer, Mr. Deutsch, who was in the audience, answered one of the timebuyer's questioners—on "double spotting"—by tracing program habits of certain Negro radio stations on which the disc jockey talks through three or more commercials, thus requiring the outlets to air the commercials back-to-back. The popularity disc m.c., he said, could well be described as the Frankenstein of these stations.

John Pearson, president of his station representation firm, asked Miss Allison if she would not agree that top ratings of at least one station (WDIA Memphis) could not be attributed to the fact that there was support of white listeners as well as the fact that the entertainment is good.

Miss Allison said she agreed that the fact that a station is all Negro doesn't in itself make it the best buy.

Another individual charged that many representatives are making the mistake of considering the entertainment value a Negro station can provide and that its effectiveness "stops there."

Other speakers were George W. Goodman, director of news and special events, WLIB New York, and J. B. Blayton Jr., WERD Atlanta general manager. A fourth scheduled speaker, Victor Bonnemere Jr., of the American Marketing Assn.'s New York chapter, was unable to appear. Joining the "panel" in his place, although not giving a formal address, was Harold F. Walker of WDIA Memphis. Joe Wootton of Interstate United Newspapers Inc. was moderator.

Mr. Goodman spoke on whether current Negro market programming is obsolete, which, he said, he took to mean the calibre of programming and not the "wisdom in specialized programming under any circumstances . . . because programming to the Negro market is no more obsolete than radio itself; it depends directly upon the measure of service rendered."

Quick or Slow?

Most of Mr. Goodman's speech hit out against what he called "the twilight zone of uncertainty" in which "many major advertisers find themselves at the moment"—that is, whether to adhere to an objective of the "quick buck" or to capture audiences with "constructive services." "Too many people," he asserted, "have sought to sell commonplace programming, purely on the basis of sympathy."

Mr. Goodman traced the rise of the Negro programming radio station, which, he said, sprouted in number as radio competition for sources of revenue heightened. Since that time and the programming of that day—use of records, occasional Negro disc jockeys, churches and organizations—the needs of the Negro have changed in his thinking and economic growth. The gist of Mr. Goodman's talk was that radio programming beamed to the Negro audience must keep up with this change.

Mr. Blayton spoke on the Negro radio stations' responsibility to the communities served. In entering the field of Negro programming, radio, he reminded, "has added several avenues of expression, reached additional markets . . . previously ignored and otherwise strengthened its position as a means of communication."

Negro market radio has demonstrated its value, he said, by enabling advertisers to reach a specific market without wasted coverage and by filling loopholes in general advertising campaigns which basically employ general media.

Mr. Blayton stressed the responsibility to the community which Negro radio, through its growth and entrenchment, must offer in the field of controversy, as a sounding board to facilitate understanding and as the introducer of new ideas. He suggested Negro stations adhere to some form of control over musical selections, de-emphasis of crime sensationalism in newscasts and careful supervision of children's programs. This responsibility to the community, he said, includes the buyers and sellers of goods and thus the stations should take care not to air false or misleading statements on quality, uses, availability or prices.

CERTIFICATE OF MERIT is awarded to Kenyon & Eckhardt by The Advertising Council for the agency's creation of the public service advertising for the "Engineers Wanted" campaign. L to r: Stuart Peabody, chairman of the board, The Advertising Council; William S. Stockdale, assistant supervisor of the campaign for K&E, and George T. C. Fry, vice president of the agency and supervisor of the campaign task force.

NAA Saturates 11 Cities

NORTH AMERICAN AIRLINES, New York, is spending more than $1 million in a heavy saturation type spot announcement campaign in eleven cities on approximately 22 radio stations. Campaign started at various dates in January. Contracts are for 52 weeks. Agency is Van Wood-Fischer, New York.

NEW YORK GRAND JURY PROBE OF 'BAIT-SWITCH' ADS UNDERWAY

GRAND JURY investigation into "bait-and-switch" advertising on New York area radio and television stations was launched in Brooklyn last week when Kings County Judge Samuel S. Leibowitz charged the Brooklyn rackets grand jury in the presence of executives from 21 stations.

Judge Leibowitz summoned the grand jurors after Kings County District Attorney Edward S. Silver had notified him that "pitchmen" on radio and tv annually are "fleecing" thousands of householders of "many millions of dollars through fraudulent advertising" [B•T, Jan. 24]. Mr. Silver appeared before the grand jury last Monday and stated that he has amassed documentary evidence over the past eight months, but emphasized that the "vast majority" of broadcasters are innocent of fraudulent practices.

Mr. Silver invited broadcasters to attend a meeting on Thursday and at that time said he wanted only to bring the situation to their attention and was not singling them out for abuse. It was the feeling of some broadcasters at the meeting that newspapers also were guilty of carrying "pitch" advertising, and radio and tv were being abused unduly. Several spokesmen voiced the opinion that it was difficult to "draw the line" on the precise point that advertising ventured into the realm of "pitch." There was no indication at the meeting with Mr. Silver that another session with the broadcasters would be scheduled.

In charging the grand jury last Monday, Judge Leibowitz said that insofar as fraudulent advertising is concerned, there are three applicable sections of the penal code under which violators could be prosecuted. He said they referred to fraud, larceny and conspiracy. He warned the radio and television industry this way:

"Let us assume that a tv or radio station permits a fraudulent commercial, and it is called to their attention that the commercial is a fake. If thereafter, when put on notice, they continue to afford the culprit the use of their facilities, those in charge at the station are equally guilty."

Judge Leibowitz said the penal code prescribes fines as high as $500 and jail terms of one to three years for violators of the sections on advertising in the penal code. He added:

"You should not impugn the integrity of the broadcasting industry. You are embarking on a grave matter and should not substitute suspicion for proof."

Broadcasting executives who heard the charges to the grand jury were: Mel Stack, assistant treasurer, WNEW New York; Fred Barr, program manager, WWRL Woodside, L. I.; Charles Baltin, vice president, WHOM New York; Charles Scully, operations manager, WPAT Paterson, N. J.; Herb Green, operations director, WAAT Newark, N. J.; Thomas Morgan, director of special events, WOV New York; Don Ball, director of editing, CBS Radio; Thomas Ervin, NBC vice president and general attorney, representing WRCA New York; Robert J. Kaufman, attorney, WABD (TV) New York; Ted Oberfelder, vice president, WABC New York; Edward Ervin, production manager, WBNX New York; L. J. Pope, operations manager, WPIX (TV) New York; Walter Neiman, administrative assistant, WQXR New York; Frank Roehrenbeck, general manager, WMGM New York; Seymour Handy, executive assistant, WOR-AM-TV New York; Harry Novik, general manager, WLIB New York; Edward Greenfield, general manager, WEVD New York; Jacques Biraben, sales manager, WINS New York; Leon Goldstein, vice president, WMCA New York, and H. A. Carlborg, CBS-TV director of editing.

LATEST RATINGS

NIELSEN

Two Weeks Ending Dec. 25, 1954 (Radio)

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for all Programs)		(1,213)
1.	Jack Benny Show (CBS)	3,359
2.	Amos 'n' Andy (CBS)	3,219
3.	People Are Funny (Toni) (NBC)	2,939
4.	Our Miss Brooks (Amer. Home) (CBS)	2,705
5.	Our Miss Brooks (Toni) (CBS)	2,659
6.	Lux Radio Theatre (NBC)	2,659
7.	My Little Margie (CBS)	2,612
8.	Dragnet (NBC)	2,472
9.	F.B.I. in Peace and War (CBS)	2,426
10.	Bergen & McCarthy (CBS)	2,332
Evening, Multi-Weekly (Average for a'l Programs)		(1,073)
1.	Lowell Thomas (CBS)	1,866
2.	News of the World (NBC)	1,819
3.	Edward R. Murrow (M-W-F) (CBS)	1,679
Weekday (Average for all Programs)		(1,679)
1.	Helen Trent (Amer. Home) (CBS)	2,659
2.	Arthur Godfrey (Kellogg) (CBS)	2,566
3.	Arthur Godfrey (Campana) (CBS)	2,519
4.	Ma Perkins (CBS)	2,519
5.	Our Gal, Sunday (Participating) (CBS)	2,426
6.	Guiding Light (CBS)	2,379
7.	Young Dr. Malone (CBS)	2,379
8.	Arthur Godfrey (Staley) (CBS)	2,332
9.	Helen Trent (Participating) (CBS)	2,332
10.	Young Widder Brown (Toni) (CBS)	2,332
Day, Sunday (Average for all Programs)		(606)
1.	Nutrilite Show (NBC)	1,493
2.	Greatest Story Ever Told (ABC)	1,213
3.	Robert Trout News (5:55) (CBS)	1,120
Day, Saturday (Average for all Programs)		(746)
1.	Gunsmoke	1,912
2.	Robert Q. Lewis (Van Camp) (CBS)	1,399
3.	Robert Q. Lewis (Curtis) (CBS)	1,353

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Two Weeks Ending Dec. 25, 1954 (Tv)

Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	I Love Lucy (CBS)	14,759
2.	Max Liebman Presents (NBC)	14,569
3.	Jackie Gleason Show (CBS)	13,641
4.	Toast of the Town (CBS)	13,127
5.	Dragnet (NBC)	12,824
6.	Buick-Berle Show (NBC)	12,243
7.	You Bet Your Life (NBC)	12,063
8.	Disneyland (ABC)	11,859
9.	Martha Raye Show (NBC)	11,655
10.	Colgate Comedy Hour (NBC)	11,566

Per Cent of Tv Homes Reached

Program Station Basis

Rank	Program	Homes %
1.	Max Liebman Presents (NBC)	50.5
2.	I Love Lucy (CBS)	50.1
3.	Jackie Gleason Show (CBS)	48.1
4.	Toast of the Town (CBS)	45.5
5.	Dragnet (NBC)	44.1
6.	Disneyland (ABC)	42.4
7.	Buick-Berle Show (NBC)	42.0
8.	You Bet Your Life (NBC)	41.1
9.	Martha Raye Show (NBC)	40.4
10.	Producers Showcase (NBC)	40.3

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ADAM HATS, through its agency, Friend-Reiss Advertising, signs with WINS New York for one-minute spot announcements preceding the Yankee baseball games for the 1955 season. Approving the agreement are (l to r): Harold Reiss of Friend-Reiss; Lewis M. Cowen, executive vice president of Adam Hat Stores Inc., and Bob Leder, WINS general manager.

Hotpoint Plans $3 Million For 1955 Radio-Television

NETWORK television and spot radio-tv will be used by Hotpoint Inc. and its dealer-distributors in 1955 as part of a $5 million sales program heralding its 50th anniversary. John F. McDaniel, vice president in charge of marketing, estimated broadcast allocations, with factory and dealer money, probably will reach about $3 million.

Hotpoint will retain its alternate-week sponsorship of *Ozzie & Harriet* on ABC-TV and encourage local dealers to buy spot participations or programs. Dealers sponsor weather, football and other type tv shows in scattered markets throughout the year. Mr. McDaniel said Hotpoint also will scan special events availabilities on tv. The firm, formerly sponsor of *Ozzie & Harriet* on ABC Radio, has dropped network radio this year for added markets on the network tv show and not because of dissatisfaction with the medium, Mr. McDaniel reported.

Hotpoint reported a 50% sales boost for the last six months of 1954 over a similar period in 1953, with the overall year's sales up 10%.

Army Invites Agency Bids To Handle $1 Million Budget

NEGOTIATION of an anticipated $1 million national advertising contract for the U. S. Army Recruiting Service during fiscal 1956 will take place within the next five months with the contract to be awarded about July 1, the Army has announced.

Questions raised by competing agencies will be answered at a briefing Feb. 8 in the Pentagon. Award of the contract is limited to agencies with an annual billing of $5 million or more.

The Army recruiting promotion contract, currently about $1 million, has been renewed annually with Dancer-Fitzgerald-Sample, New York, with no competitive bidding, since 1952.

Questionnaires are being mailed to eligible agencies, with a deadline of Feb. 21 for replies. The contract is for one year. Correspondence should be addressed to: The Adjutant General, Dept. of the Army, Washington 25, D. C. Attention: AGSN.

G-F, CAMPANA BUY CBS RADIO SHOWS

New business reportedly worth $2.95 million a year credited to 'strip' programming idea.

SALES representing approximately $2,950,000 in gross annual billings were reported last week by CBS Radio.

General Foods Corp. bought the Wednesday and Friday segments of the Bing Crosby series (Mon.-Fri., 9:15-30 p.m. EST), starting this week; the Tuesday and Thursday portions of *Wendy Warren and the News* (12 noon to 12:15 p.m. EST), effective tomorrow (Tues.), and the Galen Drake program on Saturday evening (10:05-10:10 p.m. EST), effective next Saturday. Young & Rubicam, New York, is the agency.

Campana Sales Co. bought the Rosemary Clooney musical program on Thursday nights, 9-9:15 p.m. EST, effective March 3, and also bought into the *Tennessee Ernie* series (Mon.-Fri., 7-7:30 p.m. EST) on Fridays, starting March 4. Campana also co-sponsors, with Philip Morris & Co., *My Little Margie* on CBS Radio Sundays at 8:30-9 p.m. EST. Agency for Campana is Wallace-Ferry-Hanly Co., Chicago.

John Karol, vice president in charge of network sales for CBS Radio, hailed the General Foods and Campana purchases as "tangible proof of the attractiveness of the network's new programming and sales concepts. The 'strip' scheduling of many of the shows involved in the General Foods and Campana purchase gives the client the added advantage of being able to buy into many different types of shows at different time periods during the week. And the important thing is that it makes it possible for him to get greater dispersion and effectiveness of his advertising dollars.

"Great names in the advertising world—Bing Crosby, Rosemary Clooney, Tennessee Ernie—all are available under the 'strip' programming idea. The fact that they are in fixed time periods also adds to the overall attractiveness of the purchase."

15% Increase in Billings Reported by NL&B, Chicago

NEEDHAM, LOUIS & BRORBY, Chicago, last week reported nearly a 15% increase in overall advertising billings and a sizable boost in net profit for the fiscal year ended Nov. 30, 1954.

The agency announced billings of $28,933,000, an increase of $4,400,000 over 1953, and net profit of $303,400 compared to $221,600 the previous fiscal year. While no figures were given on broadcast billings, NL&B is credited with an estimated $11.9 million in that media, accounting for 41% of all billings during the 1954 calendar year and an increase of $900,000 in radio-tv over 1953 [B•T, Dec. 20, 1954].

Payments representing 15% of the salaries of participants in the employes' profit-sharing plan were made, it was announced to nearly 320 employes at the agency's annual meeting. Over half of its employes hold shares of common stock in the organization.

Needham, Louis & Brorby is celebrating its 30th anniversary and its officers—President Maurice H. Needham and Vice Presidents John J. Louis and Melvin Brorby—predicted 1955 would be "favorable" in billings, surpassing last year's record mark.

Coffee Jingle Sparks Contest

REQUESTS from listeners of WIKK Erie's *Western Roundup* radio program for repeat performances of a commercial jingle touched off a promotional effort that involved the station, the sponsor, its advertising agency, the recording company, local newspapers and theatres, and the jingle's talent.

It started several months ago when "Texas" Jim Hurley, disc m.c. of the WIKK program, wrote Bryan Houston Inc., New York, agency for Nescafe, that the jingle for the product was one of the most popular songs among station listeners. He asked if he could be furnished the name of the unidentified singer of the commercial because he planned to run a contest in which listeners would identify the artist.

Jules Bundgus, radio-tv business manager of Bryan Houston Inc., referred the query to Goldswan Productions, New York, producers of the Nescafe musical commercial series, which identified the singer as Bernie Knee, part of the Smith Brothers Quartet. The promotional project thereupon picked up momentum, with Bryan Houston offering a case of Nescafe for "Texas" Jim's contest and Goldswan arranging for the quartet to make an appearance in Erie at the end of the contest.

In Erie, WIKK enlisted the aid of Nescafe salesmen, local newspapers, a local department store, various theatres and night clubs to stimulate interest in the contest. The promotion generated so much enthusiasm and so many entrants that the case of Nescafe, designated for a single winner, had to be divided among several contestants.

Charles R. Kinney, station manager of WIKK, summed up his reaction in a letter to Bryan Houston in this fashion: "The Smith Brothers Nescafe promotion was a tremendous success. These boys were jumping all day . . . we never had a nicer group to work with . . . I sincerely hope that at some later date, we will be able to work out another promotion for Nescafe and the Smith Brothers."

Four Sign for Participations On CBS-TV's 'Morning Show'

SIGNING of new sponsorships and a renewal order, totaling 158 participations in all, have been signed for *The Morning Show* by CBS Television. The new sponsors are Revlon Products Corp.; Hoover Co.; Kendall Co. for Blue Jay products, and Mullins Mfg. Corp. for Youngstown Kitchens. Renewal order is for the Crane Co., a heating equipment and plumbing fixtures concern.

The agency for Revlon is William H. Weintraub & Co., which purchased 104 participations for its client, effective Feb. 9. Leo Burnett Co., Chicago, handles both the Hoover and Kendall accounts. The contract for Hoover covers five participations starting April 18 and Kendall has purchased 12 participations beginning April 14. Mullins, through Brooks, Smith, French & Dorrance, Detroit, will sponsor one participation Feb. 25.

The Crane renewal is for 26 participations starting Feb. 22. The new business also includes *Panorama Pacific*, CBS-TV's West Coast version of *The Morning Show*.

Desfor Leaving RCA

HAROLD D. DESFOR, public relations director of the RCA Victor Division of RCA for the past eight years, has resigned, effective Feb. 1, to join the public relations department of Food Fair Stores Inc., seventh largest food chain in the U. S. His headquarters will be in Philadelphia. Mr. Desfor has been associated with RCA Victor for the past 13 years.

Another Profit Sharer

PROFIT-SHARING plans seem to be in favor in Chicago these days—not only at Needham, Louis & Brorby but also at Leo Burnett Co., another top Midwest agency. The latter has announced it is paying $425,000 into its profit-sharing trust out of 1954 earnings. Burnett claims it is the largest payment ever credited to employe members of the trust.

Philip Morris Elects Five

ELECTION of Joseph F. Cullman III, vice president of Philip Morris & Co. Ltd., as executive vice president, has been announced by O. Parker McComas, president of the company.

MR. CULLMAN

Leonard G. Hanson, senior vice president, has resigned as treasurer but will remain in charge of overall financial policy for the firm.

Other Philip Morris executives elevated are: Robert Roper, director of personnel, to vice president in charge of industrial relations; Dr. Robert N. Du Puis, director of research, to vice president in charge of research, and John Cookman, vice president, Benson & Hedges Div., to vice president in charge of organization planning and controls. Chandler H. Kibbee, formerly secretary and assistant treasurer, was elected secretary and treasurer.

Agency Appoints Shelby

APPOINTMENT of James C. Shelby, formerly radio-tv director and account executive at McCann - Erickson Inc., Chicago, as vice president and tv director of MacFarland, Aveyard & Co., same city, was announced Tuesday by Hays MacFarland, board chairman of the agency. He assumes his new duties tomorrow (Tuesday).

MR. SHELBY

Mr. Shelby had been associated with McCann - Erickson for 14 years during which time he serviced the Standard Oil Co. (of Indiana), International Harvester, Swift & Co., Maytag, Milnot and other accounts.

Wade's Hollywood Office Incorporates; Dwyer to Head

FORMATION of Wade Adv. Agency, Hollywood, as a separate corporation of Geoffrey Wade Adv., Chicago, with Robert E. Dwyer as executive vice president, effective tomorrow (Tuesday), was announced last Monday.

Albert G. Wade II, executive director of the Chicago firm, becomes president of the new corporation, which will handle the Miles Labs' Bactine account. Bactine uses radio-tv. Wade in Chicago will take charge of administrative and liaison details of Miles Labs, which is located in Elkhart, Ind. The account's billings will be credited to Hollywood. Mr. Dwyer has been manager Wade's West Coast office since 1941.

Other Wade clients in Hollywood include Tappan Stove Co., Royal Nevada Hotel, See's Candy Shops, National Van Lines, Miles California Co., Joe Maggio Inc., Interstate Precision Products Co., Idaho Peat Co., Durham Chemical Co. and Aireloom Bedding Co.

Spokesmen said the account (and revenue) was assigned to the new organization as a "bonus" designed to put the agency on its feet.

Fineline Buys Tv Panel Show

FINELINE Div. of Sheaffer Pen Co., Chicago, will sponsor a panel show titled *Who Said That?* on ABC-TV, 9:30-10 p. m. Wednesday's effective Feb. 2. The program will feature John Daly as moderator, Pat Carroll, comedienne, and Bob Considine, newspaperman, as permanent panelists. Guest panelists on the premiere show will be Wally Cox and James C. Hagerty, press secretary to the President.

The program is the Fineline's first venture into network television advertising and will be used exclusively to promote the firm's family of writing instruments. Russel M. Seeds, Chicago, is the agency.

California Packing Buys

CALIFORNIA Packing Co., San Francisco, has purchased $500,000 in participations on NBC-TV's *Today*, *Home* and *Tonight* shows, it was announced last week by Roy Porteous, NBC sales manager in charge of participating programs. The campaign is for the firm's Del Monte line of canned vegetables, fruit juices and catsup at the rate of three participations a week for 26 weeks. The agency which placed the order is McCann-Erickson Inc., Los Angeles.

Nielsen Names David Traylor

DAVID A. TRAYLOR, former account executive in the cooperative program sales department of MBS, has joined the A. C. Nielsen Co. as sales service executive handling the Nielsen Station Index.

MR. TRAYLOR

In announcing Mr. Traylor's appointment, William R. Wyatt, vice president of Nielsen, explained that "the large number of subscribers to the Nielsen Station Index service has made it necessary to enlarge the sales and servicing staff." Previous to his account executive position, Mr. Traylor was continuity director of Mutual's WOR-AM-TV New York.

NETWORK NEW BUSINESS

Lever Bros. Co., N. Y., for Rinso Soap, starts co-sponsorship of weekly, half-hour *The Whistler* dramatic series on 21 Columbia Pacific Radio Network stations, for 52 weeks from Feb. 6. Agency: Ogilvy, Benson & Mather, N. Y.

SPOT NEW BUSINESS

Norway Sardines, Stavanger, Norway, buying one-minute spots for 40 weeks in 14 radio markets starting mid-February. Agency: McCann-Erickson, N. Y.

Nestle Co., White Plains, N. Y., makers of both Nestle's Instant Coffee and Nescafe, is introducing Nestle's Instant Coffee on West Coast and not Nescafe as erroneously reported in B•T last week. Agency for both products: Bryan Houston Inc., N. Y.

AGENCY SHORTS

J. M. Hickerson Inc., N. Y., elected to American Assn. of Adv. Agencies.

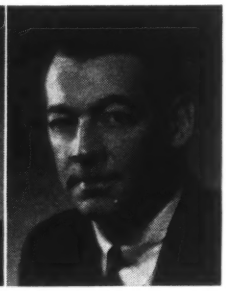
Srago Adv., Oklahoma City, elected to American Assn. of Adv. Agencies.

A&A PEOPLE

Edward H. Weitzen, vice president, and director and president of research and development labs, Bulova Watch Co., Flushing, N. Y., appointed president, Gruen Watch Co., Cincinnati, succeeding **Morris Edwards,** resigned and remaining in senior advisory capacity.

Henry W. Lowe and **L. E. Miller,** Lennen & Newell, N. Y., appointed senior vice presidents and management account supervisors.

MR. MILLER



MR. LOWE

Andrew J. Shepard, Grant Adv., Chicago, appointed vice president and assistant to president.

Kenneth M. Hill, vice president, Aubrey, Finlay, Marley & Hodgson Inc., Chicago, elected to board of directors.

Robert C. Chapin, secretary, Arndt, Preston, Chapin, Lamb & Keen, Phila., appointed account supervisor; **Bertram A. Tunnel** and **Emmett B. Faison,** assistant account managers, appointed account managers; **James S. Crothers** appointed assistant account manager.

John J. Steeves appointed general sales manager, toiletries div., Helene Curtis Industries, Chicago.

J. Ken Verden, formerly Dial soap and shampoo brand manager, soap div., Armour & Co., Chicago, appointed advertising brand manager, Casual Pin-Curl Permanent, Toni Co., Chicago.

Thomas S. Carroll, Swansdown div., General Foods, Jersey City, N. J., to Colgate-Palmolive Co., N. J., as brand advertising manager.

Edward M. Wittigschlager, formerly with Good Luck Div., Lever Bros., N. Y., appointed frozen foods sales manager, Kitchens of Sara Lee (coffee, pound cake, cheese cake), Chicago; **Kenneth Harris** and **James Griffin** named divisional sales managers.

No Charge

UNEXPECTED newspaper advertising was received by ch. 5 KCSJ-TV Pueblo, Colo., in a perfume ad carried by the *Pueblo Chieftain-Star Journal.* The advertisement, for Chanel No. 5 perfume, showed a drawing of a Chanel bottle with a "Channel No. 5" label. The newspaper received congratulations from the station for the gratuitous bit of promotion, KCSJ-TV reports.

Herbert Fried, formerly with Foote, Cone & Belding, Chicago, appointed resident account executive, newly-opened Baltimore office, W. B. Doner & Co., Detroit, to service account of National Brewing Co., Baltimore.

MR. FRIED

Wallace O. Laub, assistant advertising manager, Turco Products Inc. (industrial chemicals), L. A., to Abbott Kimball Co. of Calif., same city, as account executive.

Frank D. O'Sullivan, district representative, Norge Div., Borg-Warner Corp., Chicago, appointed eastern division sales manager.

John L. Rose, in charge of communications and publicity dept., Burroughs Corp. (adding machines), Detroit, additionally appointed assistant director, public relations division.

Robert J. Piggot, advertising director, Grove Labs Inc. (hair preparations), St. Louis, resigns effective March 1.

H. M. Feine, formerly vice president in charge of copy and public relations, Julian Gross Adv. Agency, Hartford, Conn., appointed director of copy, public relations dept., Wilson, Haight, Welch & Grover Inc., same city.

Bob Carter, formerly copy chief, Factor-Breyer Inc., L. A., to Julian Besel & Assoc., same city, as production manager; **Kent Anthony** to agency as office manager.

John V. Tracy, account executive, Fuller & Smith & Ross Inc., Cleveland, appointed to newly-created position, new business manager.

Mark Lansburgh, account executive, West-Marquis Inc., L. A., and **Joyce Oldham Lansburgh,** correspondent and feature writer, *Pasadena* (Calif.) *Star-News,* form Lansburgh & Oldham, Santa Barbara, Calif., advertising and public relations firm, with offices at 123 El Paseo.

Steve Richards, Kudner Agency, Detroit, opens L. A. offices in Tishman Bldg., 3440 Wilshire Blvd. Mr. Richards will supervise all Buick automobile publicity in Pacific Coast region.

Richard H. Baxter, formerly with U. S. Information Agency, Washington, to research staff, radio-tv dept., N. W. Ayer & Son, N. Y.

H-R TELEVISION, INC.

is pleased to announce our appointment as national representatives of . . . . .

TELEVISION STATION

WTTG

WASHINGTON, D.C.

Effective January 31,

WTTG
Channel 5
Owned and Operated by
DUMONT

H-R TELEVISION, INC.

380 Madson Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

Harold Lindley, Vice Pres.
6523 Hollywood Boulevard
Hollywood 28, Calif.
HOllywood 7-1480

James Alspaugh, Mgr.
155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

Clarke R. Brown, Mgr.
452 Rio Grande National Bldg.
Dallas, Texas
Randolph 5149

Bill McRae, Mgr.
101 Marietta Street Bldg.
Atlanta, Georgia
Cypress 7797

Jack Lee, Mgr.
520 Lovett Blvd.
Room No. 1D
Houston, Texas
Justin 1601

WEBC HAS MOVED TO 560

. . . and

is supplying the daily radio listening requirements of thousands of new families. These new families have long sought dependable NBC reception and now that it is at hand they are enjoying it thoroughly.

Your advertising message has real acceptance when it is aired by WEBC, the pioneer station founded in 1924. WEBC rates are realistic . . . in fact, you'll find WEBC a "best buy." Ask a Geo. P. Hollingbery man for details. Hollingbery offices are located in Chicago, New York, Atlanta, Los Angeles and San Francisco.

MINNEAPOLIS—ST. PAUL REPRESENTATIVES: BULMER AND JOHNSON

Here's the New WEBC Data . . .

Radio Homes Reached
1/2 MV — 212,550
1/10 MV — 806,880

Counties
1/2 MV — 30
MINNESOTA — 16
WISCONSIN — 11
MICHIGAN — 3

1/10 MV — 82
MINNESOTA — 56
WISCONSIN — 19
MICHIGAN — 7

Retail Sales Figures
1/2 MV — $736,892,000
1/10 MV — $3,242,174,000

THE NBC STATION
for North Central United States

WEBC

5000 WATTS . . . 560 KC
WEBC Building, Duluth 2, Minnesota

A NEW SUCCESS FOR NETWORK RADIO

A $1.98 MAIL ORDER BOOK IS A BEST SELLER OVER ABC RADIO

By David W. Berlyn

LAST AUGUST the young operator of a fledgling mail order business, Eugene Stevens Inc., bought 15 minutes of radio time on a West Coast station for $134. The program paid off with $800 worth of orders.

Eugene Schwartz, 27-year-old owner and president of Eugene Stevens Inc., New York, thought he had struck pay dirt in radio. He then proceeded to buy time in different day and night time periods on various stations around the country. The results were not good. Out of some 100 buys, 80 had to be considered failures on the basis of returns.

Now, five months later, the same firm has increased its capitalization more than four times. Its sales volume is in the million unit category. In three months alone, the sales figures have about tripled.

The sales boom at Eugene Stevens did not happen by accident. Its rise began at the same time the firm placed two separate 15-minute programs on 33 ABC Radio stations in the Pacific Coast area. That was Sept. 12, 1954. Since that date, Eugene Stevens has been increasing the frequency of its buys in network radio, more than half of them on a coast-to-coast basis. Its few thousand dollars budgeted for infrequent buys has reached the $10,000 weekly level. For example, both this week and last, Eugene Stevens sponsored six nighttime broadcasts on ABC Radio, some on the Pacific Coast only, others on the full network. It has signed a first-time contract with CBS Radio for 14 West Coast stations four times weekly.

The marvel of this spectacular use of nighttime network radio is that Eugene Stevens Inc. has been advertising only a single product, a book entitled *How to Double the Performance of Your Car*, priced at $1.98.

Mr. Schwartz, who has been in business only since last April, has found the magic of his success in listening to advice on the "right" way to buy radio and then skidding off in the opposite direction.

Advised that it is sheer nonsense to buck the highly-rated tv program, Mr. Schwartz has bought in markets and at hours when the home screens are the brightest. His sales chart, he explains, shows the greatest number of orders is from metropolitan areas where tv has its greatest home saturation.

Since he has been escorted around the nation by network radio, he has visited homes only in the nighttime periods between 6 and 11. Most of his programs, all 15-minutes, go on either at 6:45 p.m. or at 9:45 p.m.

One of the biggest shocks of his radio buying career (his agency is Friend, Krieger & Rader Inc., New York), Mr. Schwartz recalls, came with a call from ABC Radio saying that it had cleared his time.

"What's against it in tv?" he asked nonchalantly. The answer came back that the *Lights Diamond Jubilee* was being programmed on all four tv networks with a fistfull of tv and screen stars. "I was hysterical," Mr. Schwartz said.

When the results came in, Mr. Schwartz was indeed hysterical. It brought him his best response to date.

The auto book that the firm is offering is authored by a former auto racing driver, Ed Almquist, who also is an automotive engineer. The 98-page book gives all sorts of tips to the driver on how to pack more power into his car and save money in repairs. There's no hokum and no fancy footwork with the Federal Trade Commission.

The rise of the Eugene Schwartz radio motif is perhaps the latest chapter in a continuous media story being written by countless mail order houses. The technique of the Eugene Stevens programming—called *How to Save Money on Your Car* (it also has used *Melody Highway*, a 15-minute show which is built around a music format)—is the interview-type. Mr. Almquist is "questioned" by an announcer about automobiles. The auto expert gives a few tips and then the announcer talks about the book. The first comemrcial comes about midway through the program. A further conversation reveals a few more tips to car owners and a short closing commercial repeats the offer through the station.

Mr. Schwartz, who outlined the format of his copy himself—he is a former copywriter and senior partner of a large mail order house—is convinced that nighttime radio is a "new medium." He can think this way with reason for he has found that radio, at a low cost, has been 300% more profitable to his business since October than all of his space buys since last April.

"My principle," he says, "is to buy against tv. With it, I have never lost money." His first purchase of coast-to-coast radio was Oct. 3, 1954, when he bought the minimum ABC Radio Network. Three weeks later, he was back for the same ride. On Nov. 11 he was on twice during the evening. Two days later, he was on 39 ABC Radio stations on the West Coast.

He also has found that his program is most effective when it follows, or is adjacent to, a news-type program, because his program is built around "authority."

Is Engene Stevens Inc.'s future—it started in a tiny one-room office and now fills two large offices with a third room used for mailing and soon will outstrip this space—wrapped up with nighttime radio? Mr. Schwartz's answer to this is that he will increase his use of network time at an accelerated pace to keep up with the demand. The mail order house exists on mail orders—why spoil a good thing?

A TYPICAL MAIL CALL AT EUGENE STEVENS INC.

THE FACTS AND FIGURES OF NETWORK ADVERTISING

P&G LED RADIO-TV SPENDERS IN NOVEMBER, PIB REPORT SHOWS

PROCTER & GAMBLE Co. spent $3,156,809 for radio-tv network time in November 1954, according to a compilation based on Publishers Information Bureau reports.

Including P & G's record sum, there were eight advertisers, placing in both the radio and tv "top ten" for the month, who spent $1 million or more. General Motors Corp. rolled in with a total of $1,879,371 for second place in the composite top ten. Right behind it was Colgate-Palmolive Co. with $1,715,698.

Gillette was in fourth position with $1,460,969, followed by Chrysler Corp., $1,218,518; Lever Bros., $1,145,328; R. J. Reynolds Tobacco, $1,058,933, and American Home Products, $1,035,209.

P & G was the biggest purchaser by far in both radio and tv columns for the month. Colgate-Palmolive took second honors in the tv listing while General Motors Corp. was second in radio. General Motors spent nearly twice as much in radio in November as it did in October, pushing the firm's total past Gillette and into the second spot among the composite expenditures.

According to PIB's figures, gross tv network time sales stood at $286,515,485 for 1954's 11 months, some $83.5 million more than for the same period in 1953.

Gross radio network time sales at $126,379,619 for the 11 months in 1954 were off some $20 million compared with the same period the year before. However, November's gross time sales among the radio networks ($11,348,785) picked up slightly compared with the sum of the previous month ($10,940,099).

TV ADVERTISING EXPENDITURES FOR NETWORK TIME, TABULATED FOR NOVEMBER AND JAN. - NOV. 1954, COMPARED WITH 1953

Product Groups	November 1954	Jan.-Nov. 1954	November 1953	Jan.-Nov. 1953
Agriculture & Farming	$ 49,740	$ 141,250	$	$ 4,303
Apparel, Footwear & Access.	323,617	2,951,212	296,050	2,508,566
Automotive, Auto. Access. & Equip.	3,413,799	25,761,459	2,622,904	18,911,903
Beer Wine & Liquor	561,252	6,211,361	644,325	4,881,163
Bldg. Materials, Equipment & Fixtures	18,740	1,117,656	47,280	271,147
Confectionery & Soft Drinks	661,874	5,415,904	527,557	4,989,082
Consumer Services	77,190	1,193,524	52,404	550,119
Drugs & Remedies	1,788,280	13,849,052	998,555	8,453,018
Entertainment & Amusements	.....	16,210	.....	11,428
Food & Food Products	6,073,155	57,806,137	4,274,875	37,488,016
Gasoline, Lubricants & Other Fuels	513,515	3,443,161	301,055	2,631,908
Horticulture	.....	23,406	.....	6,113
Household Equip. & Supplies	2,852,319	23,623,548	2,561,861	17,469,654
Household Furnishings	383,131	3,666,896	362,636	2,623,505
Industrial Materials	741,631	5,908,577	519,986	3,869,904
Insurance	148,566	1,532,064	159,937	1,315,997
Jewelry, Optical Goods & Cameras	551,702	2,624,440	422,247	2,700,720
Office Equip., Stationery & Writing Supplies	659,042	4,807,264	318,560	1,518,010
Political	70,390	323,986	.....	5,790
Publishing & Media	27,535	196,453	9,839	245,327
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	953,097	7,807,265	510,239	3,672,611
Retail Stores & Direct by Mail	.....	42,345	.....	23,175
Smoking Materials	3,734,460	38,799,242	3,341,588	32,514,437
Soaps, Cleansers & Polishes	3,144,837	31,311,133	2,115,152	20,601,641
Sporting Goods & Toys	47,720	90,222	47,678	99,401
Toiletries & Toilet Goods	4,932,710	44,605,282	3,124,395	33,022,732
Transportation, Hotels & Resorts	36,540	802,130	132,351	492,699
Miscellaneous	267,666	2,444,306	238,816	2,087,162
TOTALS	$ 32,032,508	$286,515,485	$ 23,630,290	$202,969,531

Leading Advertisers by Product Groups in November 1954	Network Time Purchases in November 1954
Allis-Chalmers Mfg. Co.	$ 41,155
Exquisite Form Brassiere Inc.	80,482
Chrysler Corp.	1,218,518
Pabst Brewing Co.	169,556
Glidden Co.	12,328
Coca-Cola Co.	227,440
Electric Cos. Adv. Program	77,190
American Home Products Corp.	595,241
General Foods	857,773
Gulf Oil Corp.	140,160
General Electric Co.	514,470
Armstrong Cork Co.	138,180
Aluminum Co. of America	114,948
Prudential Ins. Co. of America	88,746
Elgin National Watch Co.	175,988
Hallmark Cards Inc.	207,951
Republican National Committee	53,544
Curtis Publishing Co.	27,535
Philco Corp.	248,430
R. J. Reynolds Tobacco Co.	1,058,933
Procter & Gamble Co.	1,948,493
Toy Manufacturers of the U.S.A.	29,862
Colgate-Palmolive Co.	1,055,825
Pan Am. World Airways Inc.	36,540
Quaker Oats Co.	103,042

Source: Publishers Information Bureau

The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of November 1954.

TOP TEN TV NETWORK CLIENTS IN NOV. '54

1.	Procter & Gamble	$2,269,086
2.	Colgate-Palmolive	1,399,328
3.	Chrysler Corp.	1,218,518
4.	General Motors	1,216,016
5.	R. J. Reynolds Tobacco Co.	1,058,933
6.	Gillette Co.	991,831
7.	General Foods	857,773
8.	American Tobacco	838,975
9.	Lever Brothers	718,864
10.	American Home Products Corp.	708,133

TOP TEN AM NETWORK CLIENTS IN NOV. '54

1.	Procter & Gamble Co.	$887,723
2.	General Motors Co.	662,355
3.	Gillette Co.	469,138
4.	Lever Brothers	426,464
5.	Miles Labs	398,195
6.	General Mills	344,882
7.	American Home Products Corp.	327,076
8.	Colgate-Palmolive Co.	316,370
9.	Liggett & Myers Tobacco Co.	269,106
10.	P. Lorillard Co.	265,095

Generally, nearly every product group showed less gross time sales for radio network advertisers in November 1954 compared with the previous November. Notable exceptions, however, were in the categories of beer and wine, confectionery and soft drinks, insurance, jewelry, publishing, sporting goods and transportation.

In tv, quite the reverse was true with nearly every product group increasing gross network time expenditures for the month compared with the same period in 1953. The exceptions (i.e., less spending) included these categories: beer and wine, building materials, insurance and transportation.

Compared with the October 1954 list of leading radio network advertisers by product groups, the November lineup is nearly identical, with these changes: Liggett & Myers replaced P. Lorillard in the smoking materials group; Giant Animal Co. led the sporting goods and toy group, replacing Modern Toy Co., and the A F of L took over from the CIO as the top spender in the "miscellaneous" group.

The leading tv network advertisers by product groups in November showed less stability compared with October. Top changes (rated according to gross time sales) included Colgate-Palmolive Co., which edged out Gillette in toiletries and toilet goods, and American Home Products Corp., which topped the October leader, Serutan Co., in drugs and remedies. Pabst Brewing was on top in November among the brewers. Joseph Schlitz Brewing led in October.

AM ADVERTISING EXPENDITURES FOR NETWORK TIME, TABULATED FOR NOVEMBER AND JAN. - NOV. 1954, COMPARED WITH 1953

Product Groups	November 1954	Jan.-Nov. 1954	November 1953	Jan.-Nov. 1953	Leading Advertisers by Product Groups in November 1954	Network Time Purchases in November 1954
Agriculture & Farming	$ 63,114	$ 727,993	$ 90,482	$ 1,093,636	Allis-Chalmers Mfg. Co.	$ 56,283
Apparel, Footwear & Access.	22,442	467,151	137,713	1,112,827	Exquisite Form Brassiere Inc	22,442
Automotive, Auto. Access. & Equip.	1,017,099	8,786,262	1,034,078	7,129,699	General Motors Corp.	593,451
Beer, Wine & Liquor	162,416	2,815,995	151,282	1,690,096	Anheuser-Busch Inc.	155,477
Bldg. Materials, Equip. & Fixtures	79,362	1,478,788	131,695	1,421,941	Johns-Manville Corp.	67,939
Confectionery & Soft Drinks	216,634	2,437,722	201,574	2,796,354	William Wrigley Jr. Co.	134,178
Consumer Services	88,201	1,201,069	226,513	2,168,957	Am. Telephone & Telegraph Co.	78,426
Drugs & Remedies	1,337,566	15,824,259	1,753,963	19,230,599	Miles Labs	398,195
Entertainment & Amusements	.....	767	.....	8,936		
Food & Food Products	2,337,871	26,472,282	2,785,930	32,076,553	General Mills Co.	338,051
Gasoline, Lubricants & Other Fuels	330,202	4,714,852	461,317	4,420,957	Standard Oil Co. of Indiana	105,345
Horticulture	.....	124,643	.....	107,324		
Household Equip. & Supplies	271,688	3,342,798	414,225	6,291,696	Philco Corp.	82,162
Household Furnishings	.....	224,901	58,296	1,636,016		
Industrial Materials	.....	393,067	2,822	746,453		
Insurance	205,920	2,102,273	173,333	2,033,751	Prudential Ins. Co. of America	76,335
Jewelry, Optical Goods & Cameras	243,538	1,415,085	166,837	969,714	Longines-Wittnauer Watch Co.	174,454
Office Equipment, Stationery & Writing Supplies	122,236	1,151,473	108,086	596,699	Minnesota Mining & Mfg. Co.	68,904
Political	44,207	181,963	.....	779	Republican National Committee	30,094
Publishing & Media	66,265	582,064	43,321	249,758	Curtis Publishing Co.	43,914
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	180,287	1,815,092	250,207	2,220,444	Avco Mfg. Corp.	99,516
Retail Stores & Direct Mail	.....	37,700	1,545	14,523		
Smoking Materials	977,175	9,756,299	1,331,378	13,654,709	Liggett & Myers Tobacco Co.	269,106
Soaps, Cleansers & Polishes	1,214,854	13,625,283	1,398,604	14,408,870	Procter & Gamble Co.	640,000
Sporting Goods & Toys	149,511	150,305	85,365	85,365	Giant Animal Co.	135,296
Toiletries & Toilet Goods	1,238,875	16,932,319	1,903,941	23,988,050	Gillette Co.	469,138
Transportation	137,509	993,767	78,810	759,883	Aero Mayflower Transit Co.	115,045
Miscellaneous	841,813	8,623,447	672,903	5,423,572	American Federation of Labor	113,399
TOTALS	$ 11,348,785	$126,379,619	$ 13,664,220	$146,527,834		

Source: Publishers Information Bureau

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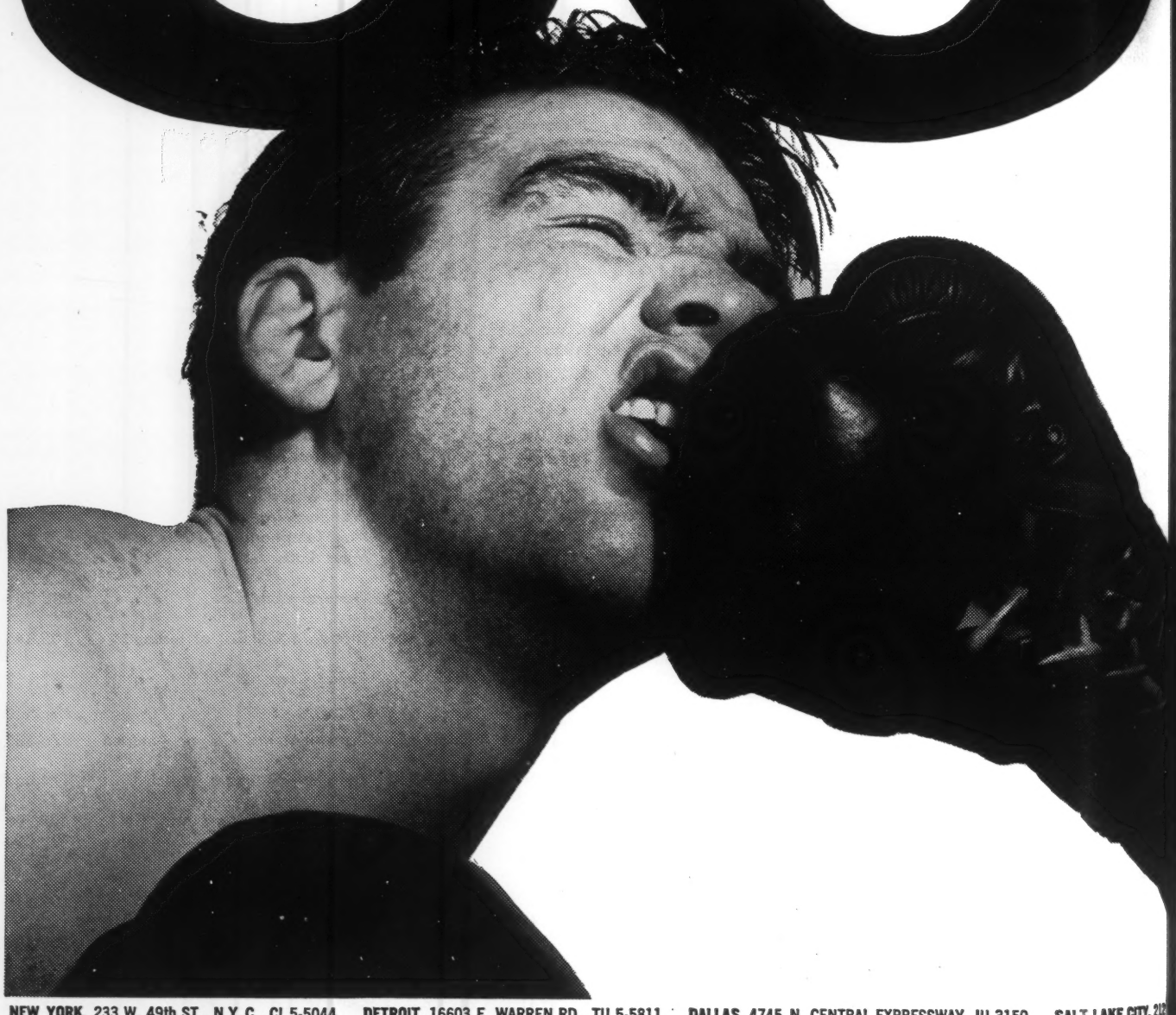


NEW YORK, 233 W. 49th ST., N.Y.C., CI 5-5044 DETROIT, 16603 E. WARREN RD., TU 5-5811 DALLAS, 4745 N. CENTRAL EXPRESSWAY, JU 3150 SALT LAKE CITY, 21

CK

THE BIG PLAYBACK...

TV's most exciting all-sports show!

Available first run—in many markets.

Sponsored by The Ethyl Corporation (through B.B.D.&O.) in 55 cities for the past two years, this quarter-hour TV film series is immediately available in all markets at a price that can't be beat. This is the show that cost this important advertiser less than 90¢ per thousand viewers.

• It's the highest rated quarter-hour sports show in more than twenty major cities... racking up a 38 in Tulsa, 24 in Indianapolis, another 24 in Omaha, and real sock ratings all across the country.

• Each show features celebrities such as Joe Louis, The Four Horsemen of Notre Dame, Eddie Arcaro, Jackie Robinson, Sammy Snead, Doc Blanchard, Florence Chadwick—and hundreds of others.

• Jimmy Powers, famed sports writer, and Bill Stern, noted sports commentator, give you 52 *all-request* programs... the greatest moments in sports. Write, wire or telephone us at once for the status of THE BIG PLAYBACK in your area.

SCREEN GEMS Inc.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORPORATION, 233 WEST 49th STREET, NEW YORK 19, N.Y. • CIRCLE 5-5044

The only company providing advertisers with Hollywood and New York custom produced national shows, syndicated programming, and commercials—all on film.

CITY, 212 ...ION BLDG., PHONE 3-3903 **SAN FRANCISCO**, 995 MARKET ST., DO 2-1060 **ATLANTA**, 3130 MAPLE DRIVE, N. E., EX 6100 **CHICAGO**, 230 N. MICHIGAN, FR 2-3696

THE ARF REPORT CONTROVERSY

D. H. DENENHOLZ

A CRITICISM

delivered by the director of promotion - research of The Katz Agency, station representative, at last Tuesday's RTES seminar in New York. Excerpts from his criticism:

I AM sure that most of the points that I will raise have been given a thorough airing by the Advertising Research Foundation Committee, whose members are to be commended for a brave attempt at a difficult job. But, in trying to cover both radio and television with a single set of standards, the Committee has failed to recognize differences between the two media—to the detriment of radio.

What are some of these differences?

First, of course, is the number of stations to be measured. On the national level there are more than 2,600 am stations against 430 odd tv stations. And, locally you have such situations as in the New York-Northeastern New Jersey metropolitan district with 34 am stations (not to mention 20 fm) vs. 7 tv; or in Washington, 15 am, 4 tv; or New Orleans, 11 am, 2 tv.

But it's not only the number of stations, it's the variety—in coverage and in audience appeal.

Within a given market there is a rough equality in potential coverage of tv stations, but in radio you may have a coverage range from the 250 w local channel station to the 50,000 w clear channel. As to audience appeal, you find a wider diversification and growing trend toward specialized programming among radio stations.

What does this mean for audience measurement? Can a sample that is used to measure the audience of two, three, four or perhaps seven tv stations—with more or less of the same type of audience appeal—be adequate to measure the audiences of 11, 15 and up to 34 or more radio stations—many with specialized audience appeal, that can be received in one locality?

How about the multiple radio sets and their wide dispersal throughout the home? And the increasing volume of out-of-home radio listening? Or the fact that radio is becoming more and more an individual rather than a group activity? Don't these factors argue for differences in standards of measuring radio audiences as against tv audiences?

As I read the ARF report and the "comments of practitioners" it struck me that there are four major areas of controversy: minimum sample size; exposure to a broadcast should be measured in terms of set tuning (Basic Information Standard 1); the unit of measurement should be the household (Standard 2); the measurement should report the average instantaneous audience (Standard 6).

First, sample size. The number and types of stations to be measured, the dispersal of receivers and the growing individualism of listening are some of the factors that result in a lower range of ratings for radio than for tv. Larger samples are necessary to minimize the sampling error which can make quite a difference at these lower rating ranges.

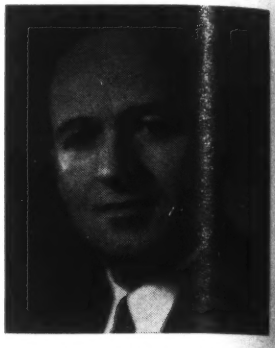
The second likely area of controversy is the standard that "exposure to a broadcast should be measured in terms of set tuning."

The report recommends the "concept of tuning as its standard of exposure" since in the words of the report it "is the most objective of various levels of exposure. . . . It is the only measurement

(Continued on page 44)

A DEFENSE

from the research vice president of Kenyon & Eckhardt, chairman of the ARF Working Committee which prepared the report at issue. Excerpts from his defense:



G. MAXWELL ULE

WHAT Dan [Denenholz] has just said has been covered many times in our general discussions. This is not new. It is the considered judgment of the people on this Committee that this report was conceived in controversy, born in controversy, and I think the controversy will rage for a long while.

Much of the controversy resided in the fact that we were measuring different areas. We were measuring with different techniques which measured different aspects, so-called, of listening or exposure. We realized that unless we had some common standards, which we could live with, there was no possible way of reconciling the differences among rating methods.

Our basic objective was to set up criteria which would tend to minimize the variation among the various audience size measurements that are received, regardless of who the practitioner was, regardless of the methodology used.

Our general objective was to do two things; to set up general standards which would be applicable to overall national or network operations [and] to set up standards which would be applicable to local operations regardless of where they are.

We know that when an advertiser spends millions of dollars per year on a program through one of the air media on a national basis, his stakes are larger than when he spends thousands of dollars in a local operation. The result is that the general limits upon research funds for getting measurements in local areas are substantially smaller than they are for national ratings.

Using a rule of reason that the greater your investment, the greater are your needs for accuracy, upon the general estimate of audience size, it was our general stipulation that we could afford to relax the general level of accuracy that we need locally [but] relax it only in terms of sample size. In all other respects, we were just as rigorous in our definitions as we were at the national level.

You can quibble with us all you want to whether or not a sample of 400 households locally is an adequate sample. We think for practical purposes, for most of the measurements that are involved, it is adequate.

We have also set up two escape hatches. One of them is that in areas where we have relatively small radio ratings, particularly some of the local radio operations, it is possible to accumulate a number of individual ratings in order to get a larger base and, therefore, give us average estimates. That is not new in the industry; it has been done for years by some of the practitioners. It will tend to give us greater stability over-all, provided the samples are well drawn.

Secondly, we have stipulated what we call, in statistical terminology, a random sample. A random sample has a couple of very basic hooks in it. It does not mean a sloppy or haphazard sample. It means a sample done according to the very highest levels of research practice in which every member of the universe has an equal or known probability of being included. Doing that, however, means that you set up inordinately high standards of research performance and increase your costs very substantially.

In general practice, we know that most research organizations

(Continued on page 44)

They sold 10 busses in 24 hours

Want proof of radio's continuing wallop? Ask the Seattle Transit System. They released ten "million mile" busses to Radio KING's disc jockeys. Within 24 hours, all ten busses were snapped up by KING's eager listeners. At $200 a clip.

The buyers used good judgment, too. One family bought a beach bungalow for beautiful Puget Sound. A second bus will blossom into a backyard hot house. And a neighborhood church bought three busses to start a new Bible school.

Just proves what radio can do these days . . . even if Radio KING is an exception. By exception, we mean results on KING are always *exceptional. KING's* men can sell anything. They make minor miracles look easy.

Got a tough selling problem in the booming Seattle market? Get in touch with KING. It's the station with the Sunday punch that works all through the week.

50,000 Watts
ABC—Blair, Inc.

FIRST IN SEATTLE

Radio KING

ASK SOME SENSIBLE QUESTIONS—

(and you get some significant answers . . .)

That's how we look at it. Not the usual stereotyped research queries whereby (let us face it) some of our contemporaneous periodicals try to prove themselves monarch of all they survey.

Facts are where you find them. It is always possible to find just the ones you want, leaving the rest unsurveyed, untabulated, or unsung. We don't criticize. Much media promotion is built upon The Art of the Convenient Omission.

This is by way of prelude to acquaint you with a brand-new study completed for BROADCASTING-TELECASTING by Ross Federal Research Corporation. (Ross Federal — need we remind you? — is a sterling hallmark to have on any survey.) The investigations they made are unique in the realm of radio-TV business publications . . . and for several reasons:

1. they asked a number of really sensible, *basic* questions for a change.
2. they put these questions to a group of agency executives whose opinions really mean something to you — in sheer multi-millions of the radio-TV billings they control. (It is a statistical axiom that in almost any business, 20% of the people account for about 80% of the volume).
3. and this study recognizes the plain fact that people read a publication for the *type* of service it renders — *how regularly* — rather than for any mystic reasons of "preference" or "popularity".

BROADCASTING

Ross Federal combined *personal,* over-the-desk interviews with agency executives in the top 32 agencies (whose annual radio-TV billings total well over half-a-billion dollars) — plus a direct mail questionnaire to 1,526 agency buyers all over the country.

But note this: Among the respondents we find 208 men and women representing agencies that individually spend over $5,000,000 every year! This is real high-calory cream.

We didn't just ask them what radio-TV papers they read . . . or prefer . . . or find most helpful . . . or take home with them . . . or always look at first — as the *sole* basis of this study. Sure, questions like those *were* included . . . but not until we investigated a much bigger, more fundamental area of information. One that involves every single magazine or paper purporting to cover the radio and television business.

"What publication *frequency,*" we asked, "is best suited to your needs?"

— 4% like a daily . . .
— 20% like a semi-monthly . . .
— 13% like a monthly . . .
— 4% made like the Sphinx . . .

BUT —

— 67% — or two-thirds — said that a weekly is best for them.

BROADCASTING-TELECASTING is the only 100% radio-television weekly.)

So we asked them this: "What *kind* of a trade publication do you prefer? One with spot news only? With features and articles only? Or with *both* spot news and features?"

— *5% voted for spot news only . . .*
— *8% want features and articles only . . .*
— *7% had no particular opinion (or, if they do, they didn't tell us).* BUT —
— *84% — or about seven-eighths of them* — prefer both spot news and features.

(*BROADCASTING-TELECASTING* is the only radio-TV publication planned to offer plenty of both.)

The rest of what we discovered is anti-climactic — and also an old, old story determined over and over again by all kinds of surveys dating back for 23 predominant years. Like this:

"Of the following publications, which do you prefer for radio *news?"*

Broadcasting • Telecasting	61%
Publication B	36%
Publication C	23%
Publication D	20%
Publication E	4%

"Of the following publications, which do you prefer for television *news?"*

Broadcasting • Telecasting	51%
Publication B	39%
Publication C	26%
Publication D	21%
Publication E	20%
Publication F	11%
Publication G	5%

TELECASTING

"To reach you best, which publication would you recommend that a station manager use?"

	Radio	Television
Broadcasting • Telecasting	45%	35%
Publication B	31%	27%
Publication C	3%	10%
Publication D	3%	9%
Publication E	1%	3%
Publication F	0%	2%
Publication G	0%	0%
No Answer	21%	21%
Other Magazines	6%	5%

If you've been reading fast, may we suggest that you go back and take this last exhibit in second gear? It affirms a very significant fact that *more* radio and television station managers throughout America recognize than you may realize. For BROADCASTING-TELECASTING *does* (just as throughout two decades) carry more station advertising of more radio and TV broadcasters than any other publication serving this dual-industry.

There must be a reason. There *is*. But you don't measure it by quantitative methods. Editorial vitality . . . alertness . . . pace-keeping *and* pace-setting . . . open-door acceptance by advertising's leaders (who appreciate leadership) . . . growth that has been part-&-parcel of radio and television growth . . . influence and authority — *these* are all qualitative things.

Why let your advertising messages travel coach when they can get there by Super-Chief at about the same cost?

Think that over, if you haven't already. Meanwhile, ask your secretary to write us for a copy of the new Ross Federal "*Readership and Preference Study of Radio & Television Trade Publications*". It's a dilly!

BROADCASTING TELECASTING *1735 DeSales Street, N. W., Washington 6, D. C.*

A CRITICISM by D. H. Denenholz

(Continued from page 40)

which does not require a subjective evaluation of some kind on the part of the exposed person."

Although I'm not a partisan of any of the rating services, this concept of "tuning" seems to me to rule out all methods except the "recorder"—since it is the only method that can be considered truly "objective." If absolute objectivity is to be the standard, how can any method that requires response from a human being qualify?

Adoption of "tuning" as a *basic* standard automatically relegates such important factors as *number* of listeners and viewers and their characteristics (age, sex, etc.) to a supplementary standard, since it is impossible to count and identify individuals with a machine method.

Which brings us to the next controversial standard: "the unit of measurement should be the household." I do not quarrel with this so long as the standard requires that *all* listening be measured and related to a household base.

In defining household sets the report says, "this concept includes both in- and out-of-home tuning, whether it is in the home itself, in an automobile, or a portable set used away from the household, just so long as the set is associated with the household being measured."

It then goes on, "the definition excludes such tuning as that which occurs in bars, restaurants, and places of employment since these sets are not part of a household universe." Why exclude this part of the audience so long as the individuals who are exposed to radio or tv in these places can be related to a household universe?

The fourth potentially controversial point is that "the measurement should report the average instantaneous audience."

In justifying the standard of "average instantaneous audience" as against "total audience" the report says: "A total audience measurement, while counting all households which were exposed over an arbitrary minimum of time, counts them all equally, regardless of how long they were exposed over that minimum. For this reason a total audience size measurement will not permit comparison of audience size measurements for programs of different duration."

This comparison of measurements for programs of different duration is a favorite game on the network level—but on the station level, for national spot and local advertisers, the primary need is for measurements in 15-minute segments, regardless of the length of the program. If all measurements were in 15-minute segments it should not make much difference, from a practical point of view, if the measurement was "average instantaneous audience" or "total audience".

The report enumerates seven "fundamental program audience size measurement methods" and three combination methods: diary; recorder; personal coincidental; personal roster recall; personal unaided recall; telephone coincidental; telephone recall; telephone coincidental and telephone recall; telephone coincidental and diary; telephone coincidental and personal roster recall.

Three methods, personal coincidental, personal unaided recall and telephone recall, are listed and discussed even though they are not practiced on any continuing basis by an active commercial organization. Yet the method combining the recorder and diary was not included because it "was not being practiced commercially at the time this report was written." This is a serious omission since the industry (advertisers, agencies, networks and stations) is now being asked to subscribe to such a service.

Included in the report is a pull-out chart under the heading, "The Potential of Radio-TV Program Audience Size Measurement Methods Under Highest Standards of Research Implementation" (Reprinted in B•T, Dec. 27, 1954).

This chart indicates with a "yes" or "no" the theoretical potential of each of the 10 methods in respect to each of the 22 Standards. But the "yes's" and "no's" oversimplify the evaluations.

To many the ARF Report is likely to prove a disappointment. Let's face it! It is not *the* report for which the industry has been waiting. It's, perhaps, but a first step, necessary, I suppose, to provide a frame of reference for the *real* evaluation of audience measurement services which is yet to come.

A DEFENSE by G. Maxwell Ule

(Continued from page 40)

will not use a random sample. They will use a more relaxed method—clustering. In clustering, four or five or six households will be interviewed within a reasonable area around some centrally designated point. All points will be chosen by random processes and households chosen by random processes. We know statistically that that requires a sample from two to three times as large as a random sample.

So, when we naively talk about a sample of 400, for practical purposes we mean samples of 800 to 1200, implemented at the general level of accuracy we stipulated in our report. Therefore, we think in that respect there is more than usual emphasis on getting adequate sample sizes for local measurements.

Dan has also raised a very important point on the subject of set tuning versus some other less objective method of reporting on exposure to programs. We are interested in setting up standards which could be used for measuring the total circulation of a program in the universe which we are measuring. We have deliberately defined circulation to mean set exposure in a household. It does not mean, however, that within that framework you can't do a lot more additional work, if you so desire, of a more subjective nature.

We also say that set tuning can be easily handled by any known method. I don't agree with Dan that a diary method cannot give us set tuning. Whether there is almost a perfect correlation between set tuning and listening we do not know. But we can ask individuals answering a diary if a set had been tuned in at a particular time. We can still get other information if you desire on whether or not anybody has been exposed to the set at that time.

Set tuning can be obtained by any of the methods which we have analyzed. The degree of accuracy is largely a problem of the amount of human error or bias involved, which is covered by another standard in our general specifications.

The next point of controversy was the question of the unit of measurement being the household. Here was our general thinking. There are 45-odd million householders in this country today. Most purchases are made within or around the household. The evidence we have is that most of the decisions are made by the housewife or by some form of joint activity or discussion among a number of household members.

Furthermore, most of our statistical thinking and most of our marketing thinking are involved with the household. The household gives us a very easy base from which to measure all of the circulation of our program, regardless of whether it is radio or television, if we make certain exceptions, as was done in the report.

Dan raised the question of why we eliminated exposure to institutional radio, such as restaurants, hotels, places of work, and so on. It was our judgment that we could find no way of doing so which would be theoretically sound or worth the costs involved.

We agree that when you tie in all exposure to the sets in the household you have some underestimating, because you have visitors coming in from the outside or you are visiting other households or riding in the household's automobile. Of course, that works both ways. You will find in some cases there will be inflation, deflation in others. But our general thinking, again, is that if we want to designate specifically that the listening or tuning should be in terms of household sets, it would be impossible to reconcile any additional listening of people who are not members of the household.

The question of the average instantaneous audience versus the total: we know enough about the dynamics of programming to know that even 15-minute programs have substantial differences in the way of accumulating audience. We wanted audience data for each quarter-hour period to make these comparable with each other. Also, we wanted estimates for the full program, whether it is a half-hour or an hour long. It was our judgment, therefore, that the average instantaneous estimate is a better estimate overall, because it will minimize the substantial differences in audience ratings which are based upon differences in the way people tune in and out of different types of programs. A variety program has a greater turnover than, say, a strong drama where the intensity of interest is maintained.

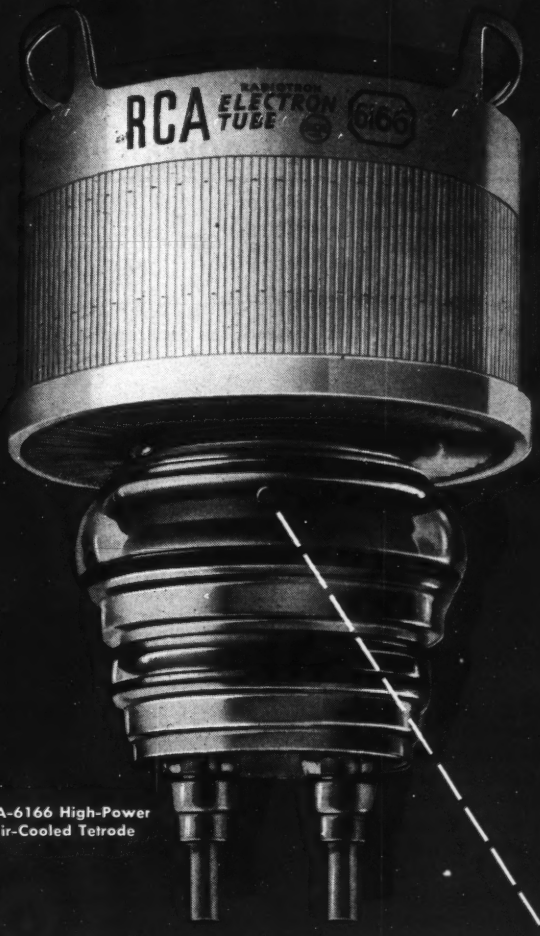
FOR a full review of the ARF ratings report, see B•T's lead story, Dec. 27, 1954, issue.

I don't particularly care to discuss or argue whether we should have seven fundamental methods or six or five. We are lucky we came out with seven—when we consider the nature of the debates we had for two and a half years. What we have done is to set up certain criteria, which we think, after due discussion can be shown to have reasonableness and rationality behind them, and which if properly understood can help us to move to the next step of applying the individual performance against our general objective.

Right From WAVE-TV's Station Log...

7,288 HOURS ON AIR

...and still going strong!*



RCA-6166 High-Power
Air-Cooled Tetrode

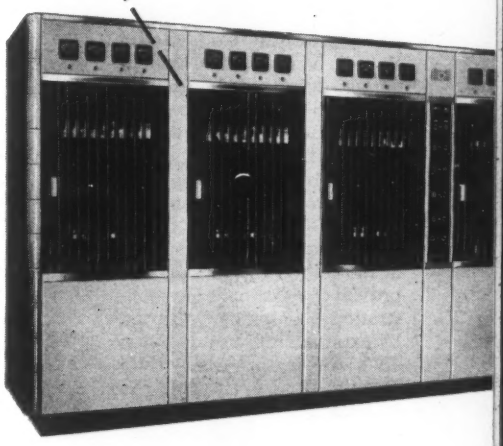
*says W. E. Hudson, Chief Engineer at WAVE-TV

"One of our RCA-6166 power tetrodes has already been operating for 7,288 hours," (as of December 21, 1954) states Mr. W. E. Hudson, Chief Engineer of WAVE-TV. "And it shows no inclination of asking for retirement!" This tube, originally used in WAVE-TV's 10-kw visual output stage, is now driving the station's high-power aural output stage.

Type 6166 is just one of the many RCA power tubes now delivering long and faithful service in television stations throughout the country. And there are basic reasons to support such records. For example, RCA power tubes are conservatively rated. They have great reserve of filament emission. And they are backed by more than a quarter century of "proved-in" life performance in broadcast and television stations of every power.

Broadcasters have come to depend on the reliable operation of RCA Power Tubes . . . operation that pays off: in lower capital investment per hour of tube performance—lower operating cost—minimum "down time."

Your RCA Tube Distributor handles a complete line of RCA power tubes for broadcast and TV operations. For prompt service, call him.



RCA®

RADIO CORPORATION of AMERICA

ELECTRON TUBES — **HARRISON, N.J.**

NBC-TV MERCHANDISING KEEPS THE GOODS MOVING

NETWORK FOLLOWS THROUGH BEHIND ITS ADVERTISING

By Rocco Famighetti

NBC-TV believes it pays not only to advertise merchandise but also to merchandise what is advertised.

In line with this business philosophy, that network three years ago established what it claims is the only existing tv network merchandising department, designed to provide an added "plus" for its advertisers, big and small. The department currently is staffed by 12 merchandising specialists, stationed at strategic sales centers throughout the country and headed by Murray Heilweil, merchandising manager.

As Mr. Heilweil explains it, NBC-TV believes it is responsible for assisting an advertiser "to get the most out of its advertising on NBC-TV."

It is the prime function of merchandising, according to Mr. Heilweil, to help move goods off the shelves of a store by a tie-in program of cooperation between the network, the local station, the advertiser and the local retailer. The extent of activity by Mr. Heilweil's department can be measured by pointing to one facet of operations: During 1954 more than 8 million pieces of point-of-sale literature were prepared by the department for network advertisers at cost.

As an illustration of the merchandising department's backstopping of television advertising on NBC-TV, Mr. Heilweil points to the plans prepared for the Bissell Carpet Sweeper Co., Grand Rapids, Mich., which launched an estimated $1 million campaign on the network's *Home* and *Today* shows the first week of January. (Its entire advertising budget for 1955 has been allocated to television—on NBC-TV—and the company announced it took this step because tv provided "personal demonstration in selling," proved by experimental use of NBC-TV's *Home* show in 1954.) Details of the campaign, he said, were mapped out by the merchandising department in consultation with the advertising department of Bissell and its agency, N. W. Ayer & Son.

NBC-TV's merchandising department has prepared various merchandising aides for Bissell, tying in with the *Home* and *Today* shows, consisting of display rack toppers, handle cards, fact tags, consumer folders, sales tip comic books for clerks and a variety of newspaper mats in different sizes and layouts. The network's field merchandising staff, working in conjunction with local television outlets and local Bissell dealers, is calling on retail stores pointing out to them how the best results can be obtained from Bissell's participation in tv and offering point-of-sale material.

Another area of NBC-TV's merchandising activity that appears outstandingly suitable for Bissell (and will be utilized) is the "Department Store of the Week" feature on *Home,* which was launched last May. Mr. Heilweil explained that it entails a cross-promotion with a leading department store, under which the *Home* show will devote one minute of its shopping news feature three times a week to an institutional story about the store selected. In return, the store, which must carry *Home*-sponsored products, must supply sponsored as well as non-sponsored merchandise to be featured during the shopping news segment. And a highly important contribution by the mentioned store, Mr. Heilweil said, is that the establishment must tie in with large-sized newspaper space, local radio or television programs, if any, and in-store and window displays.

The extent to which Bissell in 1955 can benefit from the department store project can be gauged by 1954 activity. Last year 17 leading department stores participated in the feature, including Halle Bros., Cleveland; Foley's, Houston; Macy's, San Francisco; Federal Department Stores, Detroit, and Thailheimer's, Richmond, among others.

Merchandising encompasses no rigid formulas, according to Mr. Heilweil, and NBC-TV has struck upon another tool calculated to build more friends for the NBC-TV advertiser where it counts most—at the point of sale. Bissell will be the first beneficiary of this latest merchandising aid—the rear screen projector.

Each member of the field crew has been supplied with a portable rear screen projector that is simple to operate and can be easily hooked up in a department store or other retail outlet. On behalf of Bissell, a short film has been produced, outlining the company's participation on *Today* and *Home*. The film features Arlene Francis of *Home* and Dave Garroway of *Today* in sequences in which they explain to the retailers how they will help them sell Bissell sweepers during 1955. M. R. Bissell Jr., president of the company, also appears in the film and describes Bissell's stepped-up advertising program. The film concludes with a "pitch" for tie-in activity by the retailer.

Mr. Heilweil is convinced that Bissell's participation on *Home* and *Today,* prodded by a vigorous merchandising effort, will justify—beyond expectation—the confidence of the advertiser in television advertising. He said Bissell's decision to use NBC-TV exclusively for its advertising program was based on hard-headed practicality.

"With a limited use of television in 1955, during which Bissell used eleven segments of NBC-TV's *Today* program, a sales check by the company showed that television areas during the period used were 11% ahead of non-television areas," Mr. Heilweil said. "P. W. Nickel, Bissell's advertising manager, credits the merchandising activities by our field representatives with playing an important role in the upsurge of sales."

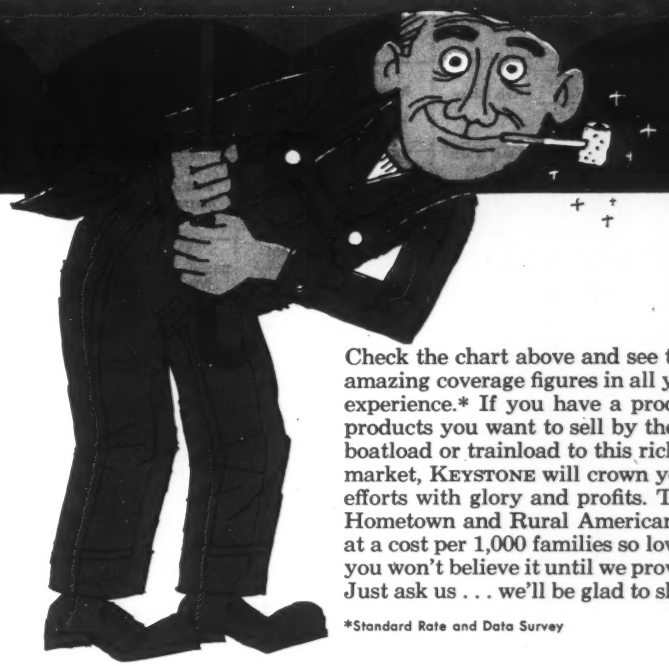
Mr. Heilweil believes that merchandising pays not only for the advertiser, the station, the dealer and the retailer, but also for the network.

"Every time a tie-in is arranged," he pointed out, "it's a boost for NBC-TV—for our stars as well as the network itself. Dollar for dollar, merchandising is a low-cost investment that pays dividends for all concerned."

ARLENE FRANCIS of NBC-TV's *Home* show is behind Bissell sweepers on network television and at point-of-sale. Here she demonstrates the product at Chicago's Carson Pirie Scott & Co.

CONSUMER MARKETS TABULATIONS, 1954

	U. S. TOTALS	NON-KEYSTONE COVERAGE	KEYSTONE COVERAGE	KEYSTONE % OF U. S.
FARM POPULATION	24,559,100	5,109,500	19,449,600	79.4
FARM HOUSEHOLDS	6,307,470	1,373,080	4,934,390	78.2
FARM RADIO HOMES	6,099,100	1,329,670	4,769,430	78.2
GROSS FARM INCOME ($000)	33,133,071	8,986,733	24,146,338	72.9



this is farm family coverage plus!

Check the chart above and see the most amazing coverage figures in all your media experience.* If you have a product or products you want to sell by the carload, boatload or trainload to this rich and ready market, KEYSTONE will crown your sales efforts with glory and profits. There's 800 Hometown and Rural American Stations at a cost per 1,000 families so low that you won't believe it until we prove it to you. Just ask us . . . we'll be glad to show you!

*Standard Rate and Data Survey

● WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓ **TAKE YOUR CHOICE**
A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ **MORE FOR YOUR DOLLAR**
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ **ONE ORDER DOES THE JOB**
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

THE VOICE OF HOMETOWN AND RURAL AMERICA

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (196) R	Public Prosecutor	The American Forum
6:15	Paul Harvey Bolthouse			
6:30	ABC Orchestra	Hall Bros. Radio Hall of Fame (206)	Mutual Benefit On the Line with Bob Considine (546)	Wings for Tomorrow
6:45			Harry Wismer Sports (355) General Tire	
7:00	Songs By Valentine S	Amer. Tob. Jack Benny (213)	Rod & Gun Club-Co-op	Special Tribute Programs
7:15	George Sokolsky			
7:30	Show Time Review S	CBS Columbia Amos 'n' Andy (200)	Enchanted Hour	
7:45	Henry Mile Travel Talk S			7:55-8 NBC Travel Bureau
8:00	America's Town Meeting	Toni & Whitehall Cosponsored Our Miss Brooks (206)	Hawaii Calls	Dr. Six-Gun
8:15				
8:30		Philip Morris My Little Margie (204) R	Oklahoma City Symphony Orchestra	The Adventures of the Abbotts
8:45				
9:00	Walter Winchell ASR & Boyak alt. wks.	Kraft Foods Edgar Bergen-Charlie McCarthy Show (206)		The Adventures of Sherlock Holmes
9:15	Quincy Howe S		Manion Forum Dean Clarence Manion	
9:30	Sammy Kaye			Easy Money
9:45			Co-op Keep Healthy	
10:00	Bankers Life & Cas. Co. Paul Harvey	10-10:05 Daniel Schorr	Billy Graham Evangelist Assn. Hour of Decision	Fibber McGee & Molly ** 3-Plan
10:15	Elmer Davis	10:05-10:15 Mahalia Jackson		The Great Gildersleeve 3 Plan **
10:30	The Assemblies of God "Revival Time"	10:15-10:30 John Derr Sports	Little Symphonies	Meet the Press
10:45		Face the Nation		
11:00	Moods in Melody	News	Winnipeg Sunday Concert	News From NBC
11:15 PM		U N Report		No Network Service

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (39)	Repeat of Kid Strips	No Network Service
		No Service M-F		
	Budweiser Bill Stern	Delco Batteries Lowell Thomas (205)		No Network Service
	Co-op George Hicks			Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	M-Th-F Philip Morris Wed. only Carter Prod. Tenn Ernie (204)	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Longines Chorallers (108)	Dinner Date	No Network Service
	Gen. Mills, Lone Ranger (153)	Am. Oil-Ford Ed. R. Murrow (199)	American Home Prod. Gabriel Heatter	Miles Labs News of World (104)
	Les Griffith 7:55-8 S		In the Mood	Toni Co. One Man's Family (182)
	Just Easy Gregson	Mr. & Mrs. North	Top Secret Files *	Gen. Motors Your Land & Mine
	News S	News		Best of All
	Voice of Firestone	Lever-Lipton Godfrey Talent Scouts (171) R	Co-op Broadway Cop	
	Met. Opera Audition	Liggett & Myers Perry Como (195)	Esso Reporter Lyle Van 9-9:05 Spotlight Story	Bell Telephone Telephone Hour (185) R
		Bing Crosby S	Gil Houston Show	
	Freedom Sings Concert	9:30-9:55 Amos 'n' Andy Music Hall Viceroy Cig. (206)	Co-op Reporters Roundup	Cities Service Band of America (113) N
	AFL Edw. Morgan News	Robt.Trout, News Chevrolet (197)	Musical Almanac	Fibber McGee & Molly ** 3-Plan
	Richard Rondell News	Dance Orchestra		The Great Gildersleeve 3 Plan **
	ABC News		Distinguished Artists Series	Two in the Balcony
	Martha Lou Harp			
	Songs by Dini	News	Co-op Virgil Pinkley News	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (39)	Repeat of Kid Strips	No Network Service
		No Service		
	Budweiser Bill Stern	Delco Batteries Lowell Thomas (205)		No Network Service
	Co-op George Hicks			Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	Tenn. Ernie	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Dinner Date	No Network Service
	General Mills Silver Eagle	Longines Chorallers (108)	Bolhme, alt. Tu. Bankar's Life alt. wks. Gabriel Heatter	Miles Labs. News of World (103)
	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family
	Jack Gregson	Suspense	Treasury Agent *	Toni alt. with Mars People Are Funny
	News S	News		
	Sammy Kaye S	Mr. Keen	Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)
	Dir. Sci. Pub. Co. Edwin D. Canham	Rosemary Clooney S	Esso Reporter Lyle Van 9-9:05 Spotlight Story	
	Platter Brains S	Bing Crosby S	Gil Houston Show	Lux Radio Theater
		9:30-9:55 Amos 'n' Andy Music Hall		
	AFL Edw. Morgan News	Robt.Trout, News Chevrolet (197)	Co-op Parade of Sports	Fibber McGee & Molly ** 3-Plan
	Richard Rondell News	Dance Orchestra		The Great Gildersleeve 3 Plan **
	ABC News			Listen to Washington
	Take Thirty S			
	Singing with the Stars	News	Co-op Virgil Pinkley	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (288)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	Headlines In Perspective
10:45				
11:00	unday Melodies	Salt Lake City Tabernacle	Down Bible Frank & Ernest (362)	News from NBC
11:15	Marines in Review		First Church How Christian Science Heals	Stars From Paris
11:30	The Christian In Action S	News* (5 min.)	Northwestern U. Review S	Pauline Frederick at the UN
11:45		Invitation to Learning* S		UN Assignment
12:00 N	Pan-American Union	* The Leading Question '54	U. S. Marine Band	Music for Relaxation
12:15 PM				
12:30	The World Tomorrow Radio Church of God	World Affairs Report	Bill Cunningham Co-op	The Eternal Light S
12:45		Geo. Hermann News	Co-op Merry Mailman	
1:00	Churches of Christ Herald of Truth (108)	Guy Lombardo Time	Wings of Healing Global Frontiers	Anthology
1:15			First Church How Christian Science Heals	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Kral,Lemon Th only H Olsen Rug Co. Tuesday Mutual of Omaha W&F Rockwood Swift & Co. Philco, M-W-F Quaker Tues. & Thurs. Breakfast Club (290) R	Co-op News	Co-op Robt. Hurleigh	No Network Service
		No Service	Easy Does It	
		Pet Milk Godfrey (192) R	Johnny Olsen Show	
	Sterling Drug Tu&Th (aust.) My True Story (212)	Campana Staley Godfrey (199) R	Co-op Cecil Brown	10-10:05 *** M.M.McBride
	G.Mills M-W-F Sooman Tu & Th Whispering Streets (224)	Bristol Myers Frigidaire-Arthur Godfrey (195) R	Carl Warren's Guest Time	10:05-10:15 Norman Vincent Piale
	When A Girl Marries (165) Carnation Co.	Kellogg Minn. Mining (203) R	10:30 Kraft News	Joyce Jordan M.D.
	Edna. Romances M-W-F (half sponsorship)	Toni Lever Godfrey (201) R	10:35-11 John E. Olson Show	Doctor's Wife
	Companion	Pillsbury & Toni alt. Fri. Pillsbury M-Th	Florida Calling With Tom Moore	Miles Labs Break the Bank
	Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (56)	Kraft News	C-P Strike It Rich (179)
	Three City By-line	P&G Ivory Snow Rosemary (117)	Queen for a Day	C-P The Phrase that Pays (183)
	Valentino	Armour & P&G Wendy Warren (206)	M-F (551) 11:45-12 P. Lorillard	Second Chance ** 3-Plan
	Luncheon at the Sheraton	Lever Bros. Aunt Jenny (179)	(Miles) Break the Bank	
	L. Y. Day by Day	Toni MWF Whitehall M-F Helen Trent	Kraft News 12:15-12:20	
	N.S.A.	Whitehall-P&G Our Gal Sunday (183)	12:20-12:30 Down at Holmesy's	
	Co-op Paul Harvey	P&G Ivory Road of Life (154)	12:30-1 No Service	
	Co-op Ted Malone	P&G Oxydol Ma Perkins (163)	Co-op Cedric Foster	
			Luncheon at Sardi's	

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming News (30)
		No Service	9:30-9:35 John Price, News	No Network Service
		St. Louis Melodies		
		Co-op Garden Gate	No Network Service	Serenade to Romance
	(10-10:30) Table Products, Inc.	*		10-10:05 *** M.M.McBride
		10:05-10:50 Galen Drake S		Serenade to Romance
	Nestles Alternate wks. Space Patrol (234)	Sleep Eze Co. News* (5 min.)	The Amazing Mr. Whiz	
	TBA	Milner (125) Helene Curtis (295) Van Camp (203) Robert Q. Lewis	American Travel Guide	Roadshow
			Conference Call	
	All-League Clubhouse S	*	11:30-35 John Price, News	
		12-12:30 Romance S	11:35 U. S. Military Academy Band	
	101 Ranch Boys S		I Ask You	Allis-Chalmers National Farm & Home Hour Eastern Standard Stations Only
	American Farmer S	Liggett & Myers Gunsmoke (19.)	Country Jamboree	Peewee King Show
	Navy Hour S	City Hospital	Fifth Army Band	Dude Ranch Jamboree (EasternStations) Chalmers Home Hour (CentralStations)
		Tasti Diet Galen Drake		

THURSDAY

NBC	ABC	CBS	MBS	NBC
No Network Service	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
No Network Service	Budweiser Bill Stern	No Service		No Network Service
Sun Oil & Co-op 3-Star Extra (34)	Co-op George Hicks	Delco Batteries Lowell Thomas (205)		Sun Oil & Co-op 3-Star Extra (34)
Alex Drier Man on the Go Co-op	Vandercook CIO	M-Th-F Philip Morris Wed. only Carter Prod. Tenn. Ernie (204)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
No Network Service	Co-op Quincy Howe	Longines Chorallers (108)	Dinner Date	No Network Service
Miles Labs News of World (168)	General Mills Silver Eagle	Am. Oil-Hamm Ed. R. Murrow (98)	Gabriel Heatter	Miles Labs News of World (168)
One Man's Family	Les Griffith 7:55-8 S	8-8:25 The Whistler	Coca-Cola Co. Eddie Fisher Show	Toni Co. One Man's Family (182)
Chevrolet Dinah Shore	Jack Gregson	News* (5 min.)	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
Toni Frank Sinatra Show	News S	Night Watch	Co-op Crime Fighters	American Dairy Bob Hope Show
Brown & Williams News		Rosemary Clooney	Esso Reporter Lyle Van 9-9:05 Spotlight Story	Brown & Wm'son News
Barrie Craig Confidential Investigator	News S	Bing Crosby S	Gil Houston Show	Spend A Million
DeSoto Plymouth Dealers, You Bet Your Life (191)	Sammy Kaye	Amos 'n' Andy Music Hall VCA-Rexall		Where Have You Been
Amer. Cig. & Cig. Big Story (192)	News S	Robt. Trout, News Chevrolet (197)	Co-op Parade of Sports	Fibber McGee & Molly ** 3-Plan
Fibber McGee & Molly ** 3-Plan	Ralph Flanagan Show S	Dance Orchestra		The Great Gildersleeve 3 Plan **
The Great Gildersleeve 3 Plan **	AFL Edw. Morgan News			Jane Pickens Show Co-op
Keys to the Capital	Richard Rendell News			
	ABC News			
No Network Service	Front & Center	News	Co-op Virgil Pinkley News	No Network Service
News of the World Morgan Beatty	Singing with the Stars	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty
	Sports Report S			

FRIDAY

NBC	ABC	CBS	MBS	NBC
No Network Service	Not in Service	Metro. Life Ins. Allan Jackson (3u)	Repeat of Kid Strips	No Network Service
No network Service	Budweiser Bill Stern	No Service		No network Service
Sun Oil Co-op 3-Star Extra (34)	Co-op George Hicks	Delco Batteries Lowell Thomas (205)		Sun Oil Co-op 3-Star Extra (34)
Alex Drier Man on the Go Co-op	Vandercook CIO	M-Th-F Philip Morris Wed. only Carter Prod. Tenn. Ernie (204)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
No Network Service	Co-op Quincy Howe	Longines Chorallers (108)	Co-op Men's Corner	No Network Service
Miles Labs News of World (168)	Gen. Mills, Lone Ranger (153)	Am. Oil-Ford Ed. R. Murrow (199)	Amer. Home Gabriel Heatter	Miles Labs News of World (168)
One Man's Family	Les Griffith 7:55-8 S	8-8:25 Crime Photographer *	In the Mood	One Man's Family
Chevrolet Dinah Shore	Jack Gregson	Bristol-Myers Godfrey Digest (205)	Countersp y *	Chevrolet Dinah Shore
Toni Frank Sinatra Show	News S	Liggett & Myers Perry Como (206)	Co-op Take a Number	Toni Frank Sinatra Show
(2—Crosley Division Network Participations Jan. 21 & 28 only	Sammy Kaye	Bing Crosby S	Esso Reporter Lyle Van 9-9:05 Spotlight Story	(2—Crosley Division Network Participations Jan. 21 & 28 only
Friday With Garroway	News S	9:30-9:55 Amos 'n' Andy Music Hall Viceroy	Gil Houston Show	Friday With Garroway
	The World We Live In	Robt. Trout, News Chevrolet (197)	The Search that Never Ends	
	AFL Edw. Morgan News	Dance Orchestra	Family Theatre	Gillette Fights
	Richard Rendell S			
	ABC News			
	Indoors Unlimited		Dance Orchestra	Sports Highlights
	Songs By Dini	News	Co-op Virgil Pinkley News	No Network Service
	Sports Report	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

NBC	ABC	CBS	MBS	NBC
George Hicks News	Pan American Union	Lou Cioffi News	John Flynn	George Hicks News
H. V. Kaltenborn News Co-op	Co-op Bob Flanagan Sports	Sports Roundup	World Traveler	H. V. Kaltenborn News Co-op
The Kingdom Come	Co-op Sports Afield With Bob Edge	Capitol Cloakroom	Report From Washington	The Kingdom Come
NBC Travel Bur.	At Ease	Gen. Mtrs., News Make Way for Youth	Basil Heatter	NBC Travel Bur.
Heart of the News	James Crowley Reports S	Gangbusters	Co-op True or False	Heart of the News
College Quiz Bowl	It's Your Business			College Quiz Bowl
Conversation	5:00-5:05 ABC News	Liggett & Myers Gunsmoke (213)	Co-op Parade of Sports	Conversation
Boston Symphony (Los Angeles Orchestra Feb. 12 only)	Dancing Party S	Juke Box Jury		Boston Symphony (Los Angeles Orchestra Feb. 12 only)
R. J. Reynolds Grand Ole Opry (93)		P. Lorillard Two For The Money (209)		R. J. Reynolds Grand Ole Opry (93)
Tex Williams Show	Ozark Jubilee	Saturday Night Country Style 9:55-10 Chevrolet N. Jackson (192)	Lombardoland U.S.A. S	Tex Williams Show
Town Hall Party	Music	Saturday Night Country Style Dance Orchestra	Chicago Theatre of the Air S	Town Hall Party
News from NBC	Statler Orchestra	News	Basil Heatter Commentary	News from NBC
No Network Service		Dance Orchestra	Airmen of Note	No Network Service

6:00 PM
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SUNDAY

MBS	NBC
Lutheran Hour (479)	U. of Chicago Roundtable
Basil Heatter	The Catholic Hour
Bandstand U.S.A.	Youth Wants to Know
Wonderful City	
Have A Heart	
Pop The Question	Weekend *
Nick Carter	
Natl. Biscuit Adventures of Rin Tin Tin	Inheritance
True Detective Mysteries	Dennis Day Nutrilite Show

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	P&G Crisco Dr. Malone (153)	Tod Steele Show	Co-op Pauline Frederic Reporting
	P&G Duz Guiding Light (128)		
No Network Service	Armour Mrs. Burton (148)	Luncheon with Lopez	No Network Service
N.S.A.	P&G Tide Perry Mason (173)	2:25 Kraft News	
Betty Crocker M-W-F Seeman Bros. Sheilah Graham T&Th	Toni & Bristol Myers Nora Drake (197)	Wonderful City	
	P&G Ivory Fl. Brighter Day (164)		News
The Martin Block Show 2:35-4	Pharmaco Hilltop House Tu&Th (MWF sust.) (147) R		Woman In Love
	Lever, Kellogg Housesarty * (182) R		P&G Pepper Young (166)
	Pillsbury Mth House Party Hawaiian F (196) R*	Ruby Mercer Co-op	P&G Right to Happiness (163)
Latin Quarter Matinee			P&G Backstage Wife (175)
Betty Crocker M-W-F T&Th Dorese Belc	No Service	Bruce & Dan	Sterling MWF Toni Tu-Th Stella Dallas (162)
Treasury Bandstand 4:30-5	4:55-5 News		Sterling M-W-F Toni (Tu-Th) Widder Brown (182)
Musical Express M-F			P&G Woman in My House (168)
The Fred Beck Show S	No Service	MWF B. Benson TuTh Q. Oats Co. Sgt. Preston of the Yukon	Miles Labs Just Plain Bill
Gloria Parker			C-P Lorenzo Jones (191)
Vincent Lopez		M-F Bobby Benson Kraft News	Mr. Jolly's Hotel for Pets Coast Fisheries T-Th Sustaining It Pays to Be Married **3-Plan

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Allan Jackson Chevrolet (295)	Symphonies For Youth	Roadshow ****
	Stan Dougherty Presents		
	Dance Orchestra	Mutual Reports The News	
	Teddy Wilson Show	Richard Hayes Show	
	Army Show		
Texas Co. Metropolitan Opera	String Serenade	Bandstand USA	
	Treasury Bandstand	Salute to the Nation	
		Sports Parade	
Festival S	Adventures In Science	Teenagers Unlimited	
	CBS Farm News *		
	Saturday at the Chase	John Price, News	

program, number of stations, R repeat, S sustaining; TBA to be announced. Time EST.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Betty Crocker, Gen. Mills (319).
7:55-8 p.m., Les Griffith & The News. (332).
Musterole News—In each of four time zones, 13 times on Sat., 11 times on Sun.
Studebaker-Packard News—In each time zone, 3 times Mon., Wed., Thu., Fri.

CBS—8:30-8:55 a.m., Sun., General Foods Corp., Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Dole—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Longines-Wittnauer Watch Co.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Arthur Godfrey Time
10-10:15 a.m., Pet Milk—alt. days.
10:15-30 a.m., Campana—M.-Th. alt. day; Staley—M.-Th. alt. day; Bristol Myers alt. Fri. & Glamorene alt. Fri.
10:30-45 a.m., Bristol Myers, M., W. alt Fri.; General Motors, Tu. & Th.; Staley, alt. Fri.
10:45-11 a.m., Minn. Mining, M., W. alt. Fri.; Kellogg, Tu. & Th.; Campana, alt. Fri.
11-11:15 a.m., Lever, M., W. alt. Fri.; Toni, Tu. & Th.; Kellogg, alt. Fri.
11:15-30 a.m., Pillsbury, M.-Th.; Toni, alt, Fri.; Gen. Motors, alt. Fri.
General Motors Corp. Chevrolet Div., Newscasts
Robert Trout & the News, Sun 9:55-10 a.m.; Sun. 1:30-35 p.m.; Sun 5:55-6 p.m.; Mon.-Fri. 9:55.
Allan Jackson News, Sat. 1:30-35 p.m.; Sat. 5:30-35 p.m.; Sat. 7-7:05 p.m.; Sat. 9:55-10 p.m.
Longines-Wittnauer Watch Co., Newscasts
Newscast (5 min.) with Larry LeSueur, Sun. 12 p.m.; Sun. 4 p.m.; Sun. 5 p.m.; Sat. 10 a.m.; Sat. 10:55 a.m.; Sat. 12 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. W., Ted Bates

MBS—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—Mon., Wed., Fri.; R. J. Reynolds Tob. Co.—M-F., SOS Co. Mon. & Thurs.
Multi-Message
Madeleine Carroll, Story Time—Duell, Sloan & Pearce M.-F. 10:35-11 a.m.
Mon.-Fri. 11:25-11:30 a.m. S. C. Johnson—News

NBC—Three Plan
* **Weekend**—
RCA participation in 4:45-5 p.m. portion.
** **3 Plan programs:**
Second Chance: RCA.
It Pays to be Married—Reson Sales, RCA, Armour.
Fibber McGee & Molly: Prudential, Armour, Viceroy.
The Great Gildersleeve: RCA, Rexall.
*** **Mary Margaret McBride**—
Mon. & Tu.: Q-Tips, Wed.: Starkist, Thu. & Fri.: Gen. Foods, Sat.: Calgon.
**** **Roadshow**—
RCA participation in 5:30-6 p.m. portion.

January 31, 1955

THE INTRICACIES OF COLOR TV

IT'S A MONSTER OF COMPLEXITY, SAYS ONE WHO KNOWS

By Elliot Saunders

TODAY the high command of advertising agencies is facing a problem: "Will color television have the same impact on the industry as black-and-white television had five years ago?"

As one of the first producers of commercials in color, I believe that the introduction of color to television opens new and exciting possibilities. So far as the display of products is concerned, color can only increase the consumers' desire and boost sales.

But the advent of tinted video *does* present a tremendous challenge. The producers, directors, writers, cameramen and engineers are faced with intricate problems of production and presentation. Those of us who have experienced all the pitfalls of black-and-white television will find color a monster of complexity.

Compare the black-and-white picture with the color picture. The black-and-white signal contains only one kind of information—"brightness." It provides only lights and shadows in various parts of the scene being televised. You have this in color, too. But in addition in color there are "hue" and "saturation." Hue refers to the various colors in your picture, while saturation indicates the intensity of a specific color. (For example, a light red is less saturated than a dark red.) That's not all that must be taken into consideration before the actual creation of a color commercial. For instance, the RCA color cameras are larger, heavier and therefore less maneuverable than the standard black-and-white cameras, necessarily limiting the possibilities of camera action and the number of cues.

In an average black-and-white commercial we were concerned only with the grey scale response. But in the tinted video medium the production of your commercial faces the supreme test of the individual color scheme of scene and product. Many products that looked good in black-and-white do not lend themselves to color. The same applies to props and scenery. Adjustments must be made to render them satisfactory.

There is a definite limitation of special effects in color. For example, a dissolve from a "multicolor" to a "unicolor" scene might tend to distort and diffuse colors in such a way as to make it objectionable.

Closeups are more difficult and sometimes, when a camera has to make a fast break from one shot to another, even impossible. Let me give you an example from our experience with the Sunbeam Shavemaster. In order to show a man's face before and after shaving on closeups, we had to select two men with the same skin pigmentation. It took my associates, Tye Robinson, Earl Perrin Jr. and myself two weeks to select two men whose skins photographed the same way on closeups. We interviewed over 100 men and screened 50 on camera before we got the two right ones.

At your first production meeting you should be prepared to know what you want and how it will match your client's wishes. This thoroughness should be so extensive as to include a final approval by the client so that changes, if any, will be minor once you're past the production meeting stage.

You will find it necessary to have closer liaison between wardrobe and scenic designers than you have experienced in black-and-white. A variety of costumes may have to be tested once you get on camera. You will have to plan on a greater variety of scenery because of the many colors and their shades. Backdrops must complement the colors that you are using. Gone are the days of merely hanging the ever present grey velour drape behind your announcer or product.

Makeup is more complex. While some talent gets by with stepping in front of a black-and-white camera without makeup (although frowned upon), it's a must in color.

Production meetings for color find a new face present—the color consultant. His suggestions, based on your needs, help to finalize the selection of your color schemes for your commercial. In presenting our Sunbeam electric appliances, an additional production meeting was necessary. We had to prepare and test foods, as the food was our primary scenic element lending color to the product, with background colors chosen to complement without distraction. We decided on foods for their warm colors, to get greater appetite appeal. Our main concern was presenting a variety of foods being prepared in the Sunbeam Frypan.

We were assisted by Video Vittles [B•T, Dec. 6], who used six food specialists in the studio for two days before the first color "spectacular." During the rehearsals we had several problems—egg yolks did not have identical color—chicken looked red—hamtion did we find the right methods to solve these problems by changing lighting, background and the position of the cameras.

In planning your studio rehearsal schedule, take into consideration the additional amount of time needed to cope with the intricacies of color. In the studio the test pattern time needed to correctly align color cameras is greater than for black-and-white.

You'll find the lighting equipment used is the same as in black-and-white, the difference being in the amount of basic light that is necessary. You need four times the amount of basic light to get good color quality. The use of colored lights is a great advantage to help create better pictures of products and scenes. Theatrical gelatin filters put in front of standard lights can make one neutral background give you a variety of colors and serve many purposes.

You'll run into something that you never expected when you start blocking camera shots. The cameramen looking through their view-finders see only the black-and-white picture and therefore cannot correct their shots as readily as in black-and-white.

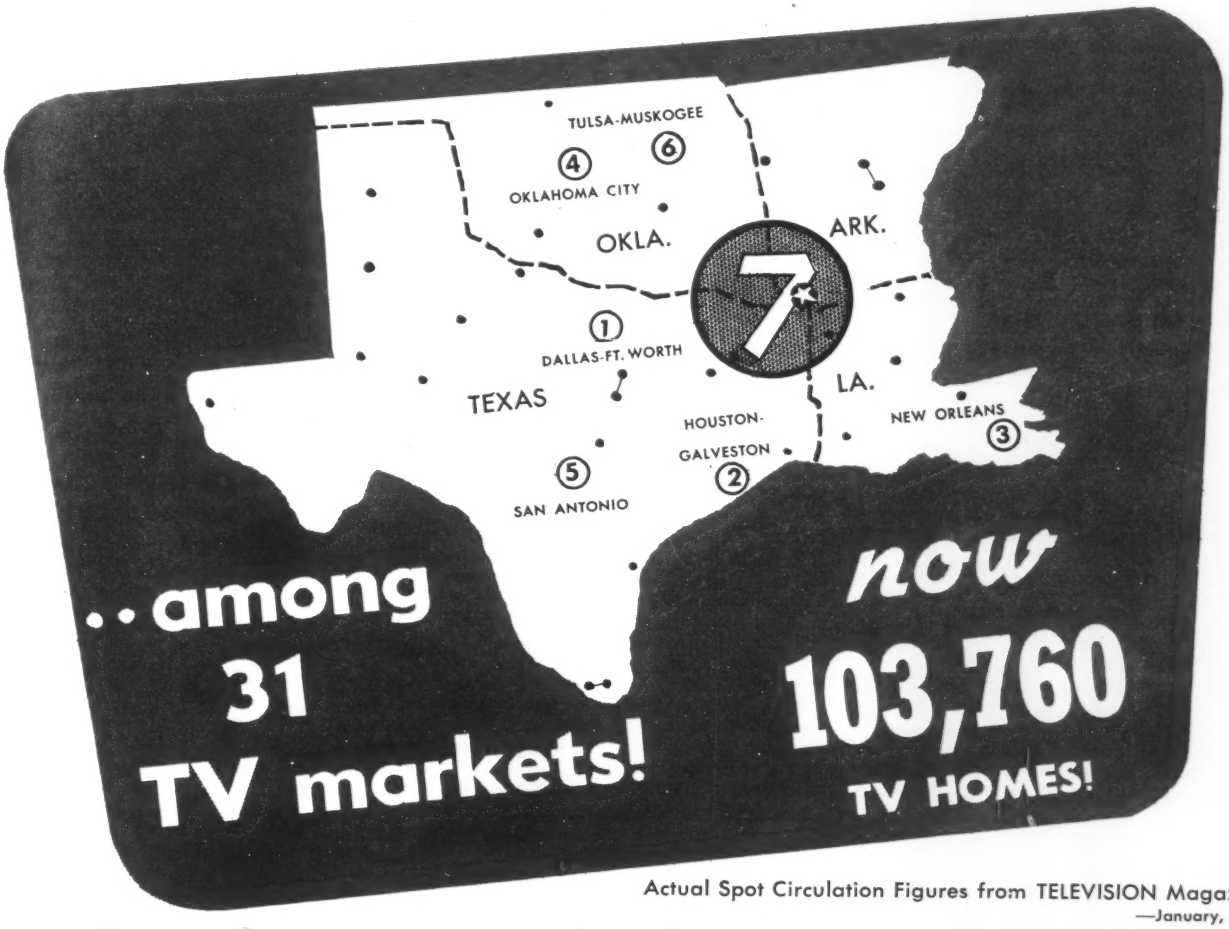
Camera time will be more extensive as additional lighting refinements are in process, backgrounds and props are being changed where colors are "bleeding off" and costumes are being changed to give better skin tones. Now, when all these corrections have been made and you're looking at a good picture of your product on the color monitor, you may find a dark, diffused, low-key picture on the adjacent black-and-white monitor. Compromises must be made to bring up the entire tableau of the black-and-white picture because the majority of the viewing audience will be watching on black-and-white sets. You must constantly be aware of your black-and-white picture, no matter how beautiful the color picture may be.

A tremendous advantage in the presentation of color commercials will be in the new ways enthusiasm can be created for your product. Color gives the national producer a new means of merchandising, holding group meetings of salesmen, dealers and distributors in various cities to watch the execution of the commercials in color. Seeing the product in color will build enthusiasm like no medium of advertising has ever done.

But all will be contingent on the ultimate question concerning color tv: How many color sets will be in operation how soon?

Mr. Saunders is director of the New York office of Perrin-Paus Co. In the picture at top he is explaining a point to associate Tye Robinson.

7th in circulation in the Southwest



Actual Spot Circulation Figures from TELEVISION Magazine —January, 1955

100,000 WATTS

Maximum Power

CBS–ABC
(Interconnected)
DuMont

the only maximum power station between Memphis and Dallas–180 hours per month of network commercial programs.

KCMC-TV 6
TEXARKANA
CHANNEL

General Manager—WALTER M. WINDSOR
Represented by VENARD, RINTOUL & McCONNELL, Inc.

GUILD MAY GET MPTV FILM CATALOGUE

Pact is under study by Guild's Kaufman and MPTV's Fox. The deal would signal the end of MPTV as a sales organization. The catalogue includes about 700 properties.

GUILD FILMS Co., New York, last week was negotiating to acquire the Motion Pictures for Television feature film catalogue of about 700 properties, which currently are being telecast over stations throughout the country under contracts totaling about $13 million.

The move would mean that MPTV, which turned over distribution rights to its syndicated films to the UM&M Corp. last September [B•T, Oct. 4, 1954], will no longer operate as a sales organization. Since Matthew Fox, chairman of the board of MPTV, is reported to have "substantial" interest in the feature film catalogue, it is believed that the company will continue in existence as a corporate entity.

Negotiations between Guild and MPTV were being conducted by Mr. Fox and Reub Kaufman, president of Guild. Under terms of the transaction, Guild would distribute the feature film catalogue, in addition to handling other details including booking, shipping, servicing and selling in new markets.

The film catalogue would be handled by a wholly-owned subsidiary of Guild called Entertainment Development Corp., of which Mr. Kaufman also is president. All sales personnel of MPTV, in addition to other employes, would be retained by Guild. Erwin Ezzes, who served MPTV as vice president in charge of sales, will function as sales vice president of EDC. Manny Reiner is vice president in charge of sales for Guild.

Guild, through EDC, would continue to operate offices maintained by MPTV in Buffalo, Philadelphia, Atlanta, New Orleans, St. Louis and Minneapolis. It is contemplated that another office will be established in San Francisco.

Guild Films is in the process of moving its headquarters to expanded quarters at 460 Park Ave., New York. If an agreement is reached it is believed that the transfer of all personnel, including former MPTV employes, would be completed by March 1.

Mr. Kaufman said this latest development would be "another step in our agreement with the Vitapix Corp. to provide all types of desirable programming." The working relationship between the two companies requires Vitapix to allocate station time for Guild properties.

Guild Films Co., which was organized by Mr. Kaufman two and a half years ago, with *Liberace* as its sole property, has forged rapidly to the forefront of tv film and distribution companies. Gross billings in 1954 totaled almost $5 million. A spokesman said that in view of the planned expansion of production and the possible acquisition of the MPTV film catalogues it is reasonable to expect that billings in 1955 will exceed $30 million.

It was reported Mr. Fox planned to enter into the agreement to "free himself of day-to-day operations and to devote himself to other motion picture and television interests." In addition to retaining financial interest in syndicated tv film properties and the feature film catalogue, Mr. Fox is president of Skiatron Tv Corp., established to provide pay-as-you-see tv programming.

Official Films Realigns Regional Division Sales

COMPLETION of the new regional division sales alignment of Official Films Co. was announced last week by Herb Jaffe, national vice president in charge of sales, with the appointment of managers of the newly organized midwestern and eastern sales divisions.

Jack Garrison, formerly head of St. Louis office of Official Films, has been named midwestern sales manager, with headquarters in St. Louis and jurisdiction over Official's offices in Chicago, Minneapolis and Memphis. Plans for expanded sales personnel within this unit were said to be under discussion.

Frank O'Driscoll, most recently in charge of the Detroit office, will become eastern sales manager with headquarters in New York, effective tomorrow (Tuesday). He will coordinate sales originating from the Baltimore, Boston, Philadelphia and Atlanta offices.

Several weeks ago, Mr. Jaffe announced the new regional divisional set-up and the appointment of Herman Rush, vice president and member of the board of directors, as manager of the West Coast division. Mr. Rush will direct sales activity in the multi-state area encompassing the Dallas and Los Angeles offices and additional offices to be opened shortly in San Francisco, Seattle and Denver. He is making his headquarters at Official's Los Angeles office.

Hutton's Girl Orchestra Filmed by Guild for Vitapix

A HALF-HOUR musical variety program featuring Ina Ray Hutton and her all-girl orchestra will be available to Vitapix Corp. tv stations in September, Guild Films announced last Monday in New York.

Filming will start on the initial 39 episodes of the show early in April at the company's Music Hall studio in Hollywood. GF's executive producer, Duke Goldstone, will be in charge. Under the agreement signed in Hollywood by Reub Kaufman, president of Guild Films, the series, produced in color, also will be available for black-and-white presentation.

Guild Films noted that the new show has been originating live on West Coast tv following the pattern of its other filmed series, such as *Liberace, Life With Elizabeth* and *Confidential File.*

Justice Adds 6 Exhibitors In Film Anti-trust Action

AN ALLEGED conspiracy with theatrical film producers to "keep pictures off tv and restrict the distribution of 16 mm films," has resulted in the U. S. Justice Dept. naming six exhibitor organizations as co-conspirators in the anti-trust suit filed in Los Angeles U. S. District Court to force release of film prints for tv and other use [B•T, Dec. 20, 1954].

The motion will be argued Feb. 7 before District Judge Harry C. Westover.

At present, besides 11 theatrical motion picture production and distribution firm defendants, only one co-conspirator, Theatre Owners of America, is named. To be included in this category, if the motion is sustained, would be Allied States Assn. of Motion Picture Exhibitors, Independent Theatre Owners Assn. Inc., Metropolitan Motion Picture Theatres Assn. Inc., Southern California Theatre Owners Assn., Pacific Coast Conference of Independent Theatre Owners and the Council of Motion Picture Organizations.

Judge Westover has set Sept. 6 as the date of trial. The anti-trust suit was filed July, 1952 [B•T, July 28, 1952].

ATPS Opens New Offices In South, Southwest Areas

NEW OFFICES for Advertisers Television Program Service have been opened in Atlanta, Miami, Nashville, Richmond and Dallas, Maurie Gresham, vice president and general manager of ATPS, announced last week. ATPS, which is the distributing agency for John W. Loveton Productions, also has offices in Los Angeles, New York and Chicago.

The firm distributes 57 *Mr. & Mrs. North* films for first run and re-run in 188 markets following network showing. The expansion, Mr. Gresham said, will enable the agency to intensify operations in the southern and southwestern territories.

THE CHASE NATIONAL BANK contracts with WRCA-TV New York to sponsor *Sherlock Holmes* for 26 weeks. At the signing are (l to r) Anderson Hewitt, vice president, Kenyon & Eckhardt, Chase agency; Hamilton Shea, WRCA-TV general manager; Jay Heitin, WRCA-TV sales manager, and Crawford Wheeler, Chase vice president in charge of advertising and public relations.

Let Scott Do It is the top-rated 9:00 to 10:00 A.M. show in Philadelphia . . . according to both Pulse and ARB . . . the greatest kitchen show in America. And Alan Scott's the consistent winner in popularity polls.

SALESMAN FOR BLUE-CHIP SPONSORS! National Advertisers who've experienced Alan Scott's terrific selling power include: General Foods, Lipton's, Hoover Appliances, Morrell Meats, Pillsbury, St. Joseph's Aspirin, Sunshine Biscuits, Seabrook Frozen Foods, and many others.

LOWEST COST! Alan Scott's *Let Scott Do It* has the lowest-cost-per-thousand rating of any daytime women's show in America's major markets, according to a study by *Television Age*.

Over 100,000 TV homes at a cost of only $1.45 per thousand. And now, *Let Scott Do It* comes under WPTZ's "45-12" discount plan. 45% off one time rates when you buy 12 or more announcements under the "45-12" plan.

TOP COVERAGE! WPTZ is peak-powered at the low end of the band, to deliver a clearer, stronger signal to more people over a wider area than any other TV station in Pennsylvania!

WHAT A BUY! Let Scott show you! And be sure to ask about the "45-12" plan. Write or wire your nearest Free & Peters "Colonel"—or phone Alexander W. Dannenbaum, Jr., WPTZ Sales Manager, LOcust 4-5500; or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

WPTZ CHANNEL 3

First in Television in Philadelphia

WESTINGHOUSE BROADCASTING COMPANY, INC.

WPTZ•KYW, *Philadelphia;* **WBZ+WBZA•WBZ-TV,** *Boston;* **KDKA•KDKA-TV,** *Pittsburgh;* **WOWO,** *Fort Wayne;* **KEX,** *Portland;* **KPIX,** *San Francisco*

KPIX represented by THE KATZ AGENCY, INC.
All other WBC stations represented by FREE & PETERS, INC.

Distribution of TPA Series Hits 80% of U. S. Tv Stations

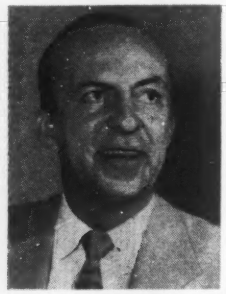
TV PROGRAMS produced and distributed by Television Programs of America currently are being telecast by 80% of the stations in the U. S., it was announced last week by Michael M. Sillerman, TPA executive vice president. Mr. Sillerman also said that 77% of the nation's tv markets carry TPA shows.

The figures include *Lassie,* NBC-TV, Sundays at 7 p.m., and *The Halls of Ivy,* Tuesdays on CBS-TV at 8:30 p.m. They do not include *Captain Gallant of the Foreign Legion,* which will begin Feb. 13 on 60 NBC stations.

Mr. Sillerman said that the distribution of TPA's shows "is a tribute to our 48 account executives in the field when the overwhelming usage of our properties is analyzed." He added that, in addition to the NBC network carrying the series, *Captain Gallant* also will be syndicated by TPA.

Hall Elected Vitapix V. P.

EDWARD E. HALL, vice president and general manager of Vitapix Corp., last Tuesday was elected executive vice president and general manager of Vitapix-Guild Programs Inc. In addition he will serve as a member of the Vitapix-Guild board of directors. The election was announced at a meeting held at Hollywood Beach, Fla. Mr. Hall joined Vitapix several weeks ago after serving as station relations director for CBS Radio.



MR. HALL

Telefilm Names 3 to Sales

APPOINTMENTS of William F. Schnaudt, Milt Olin and William K. Ermeling to the sales staff of Telefilm Enterprises, New York, were announced last week by Charles Wick, head of Telefilm.

Mr. Schnaudt, who will cover the eastern section of the midwestern territory, was formerly an account executive at WHK Cleveland. Mr. Ermeling, former head of Monogram, Chicago, transcription syndication company, will cover Telefilm's Midwest territory. The New York and New England territory is being covered by Mr. Olin, who previously was associated with United Artists Television and WABC-TV New York.

Five Buy INS-Telenews

INS-TELENEWS film services have been sold to five new clients, according to Robert H. Reid, manager of the INS tv film department. The daily newsfilm service was bought by WIS-TV Columbia, S. C., for *Esso Reporter* effective Jan. 24 and by WROW-TV Albany for Ford Motor Co. effective Jan. 31. KOIN-TV Portland, Ore., has purchased *This Week in Sports.* The sports series has also been sold to Academy Army Surplus Store for showing on KTBC-TV Austin, Tex. *The INS Telenews Weekly News Review* has been sold to American Hardware Co., through Walter J. Klein Agency, for Saturday night telecasts on WBTV (TV) Charlotte, N. C.

FILM SALES

NBC Film Div., N. Y., sold *Badge 714* (series B) in 104 markets since program became available for syndication last fall. Series A of same show sold in 173 markets. Other properties and markets: *The Adventures of the Falcon,* 55; *Dangerous Assignment,* 172; *Victory at Sea,* 130; *Hopalong Cassidy* (B), 101; *Hopalong Cassidy* (A), 93.

Ziv Television Programs Inc., N. Y. sold *Eddie Cantor Comedy Theatre* to Jax Brewing Co., Jacksonville, Fla., in 18 markets bringing total markets to 180. Jax markets include: Baton Rouge, New Orleans, Alexandria, Lake Charles, Monroe, Shreveport, La.; Houston, San Antonio, Beaumont-Harlingen, Austin, Corpus Christi, Tex.; Mobile, Montgomery, Ala.; Jackson, Meridian, Miss.; Tulsa, Oklahoma City.

Interstate Television Corp., Baltimore, has sold *Little Rascals* to WRC-TV Washington.

Official Films Inc., N. Y., has completed two conditional sales for *The Heart of Juliet Jones,* five-day-a-week quarter-hour soap opera film series. Contract contains clause giving Official 60 days to negotiate sufficient number of sales to make production feasible. Sales were to KSD-TV St. Louis and Texas tv station.

FILM PEOPLE

John T. Dunphy, tv copy dept., Kudner Agency, N. Y., appointed tv director, Sound Masters Inc., same city.

Robert Wechsler, promotion account executive, Benton & Bowles, N. Y., to Screen Gems Inc., same city, as sales promotion manager.

William Andrews, salesman, KPTV (TV) Portland, Ore., to Ziv Television Programs Inc., N. Y., as northwest tv representative covering Oregon and Washington.

Howard Wormser, former director of public relations, KTLA (TV) Hollywood, to MCA-TV, same city, in similar capacity.

Norman Blackburn, executive director, Screen Gems Inc., Hollywood, resigns to develop new tv series to be produced by firm; **Selmer Chalif,** account executive with New York office, transfers to Hollywood succeeding Mr. Blackburn.

Noah Beery Jr., star of *Adventures of Noah Beery Jr.,* signed by Jerry Courneya Productions, Hollywood, for 13 additional films to be distributed by United Producers Distributors.

Irving Lippman, still photographer, Columbia Pictures, Hollywood, shifts to Screen Gems Inc., same city, as first cameraman on new half-hour *Jungle Jim* tv series.

George Amy, Meridian Pictures Inc., Hollywood, re-elected vice president of American Cinema Editors.

George Reeves, star of *Superman* tv film series, appointed national sponsor of City of Hope Little Helpers campaign, succeeding **Roy Rogers,** star of NBC Radio and NBC-TV *Roy Rogers Show.*

Gale Storm, co-star of NBC-TV *My Little Margie* film series, named "most glamorous business women of 1954" by Hollywood Business & Professional Women's Club.

Sam Cohen, 45, superintendent of 16mm div., Consolidated Film Industries, Hollywood, died Jan. 23.

George Bricker, 55, former manager, WMCA New York, and radio-tv film writer, died Jan. 22.

World Gross Sales Show 26% Boost Over '53 Period

GROSS SALES volume during the last quarter of 1954 of the World Broadcasting System, New York, radio packaging firm, showed an increase of 26% over the company's volume for the same period in 1953, Pierre Weis, general manager, has announced.

New affiliates which have been signed by World during the past few weeks include KQV Pittsburgh, WOHO Toledo, WTVN Columbus, WXRA Buffalo, KSL Salt Lake City, WRAC Racine, Wis., WDBQ Dubuque, Iowa, and KYAK Yakima, Wash.

Mr. Weis also reported that sales of the new World package of seven across-the-board programs have been running at a high rate since it was introduced on Jan. 1.

Mr. Weis said reports from World affiliates indicate that 1955 will produce an even greater volume of business for stations from World programming and merchandising aids.

Keystone Has Record 1954, Expects Even Better 1955

LARGEST BILLING in the history of the Keystone Broadcasting System was recorded in 1954, according to an announcement from Sidney J. Wolf, president. Additionally, Mr. Wolf announced, prospects for 1955 are even brighter, with more business booked for the coming year than in any past year.

Mr. Wolf called attention to a recent study which shows that Keystone stations, numbering 800, show an average daytime rating of 14.3 with an average share of 54% of the sample homes listening at the time of the survey. Of the stations all were in tv areas and one-half of the total were in multi-station markets, he said.

Brahm to Head 'Party Time'

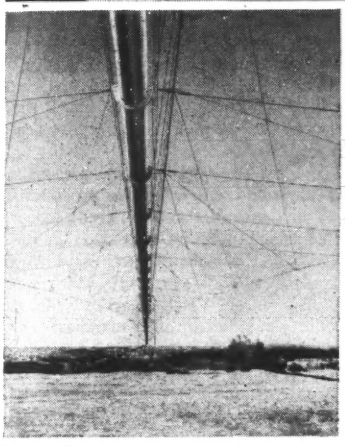
RESIGNATION of Richard W. Brahm, account executive at WMCA New York, was announced last week by the station. Mr. Brahm leaves tomorrow (Tuesday) to become president of Media-Merchandising Inc., producer of *Party Time,* a new advertising-merchandising radio package sponsored by Coca-Cola Bottling Co.

Record Comes to Life

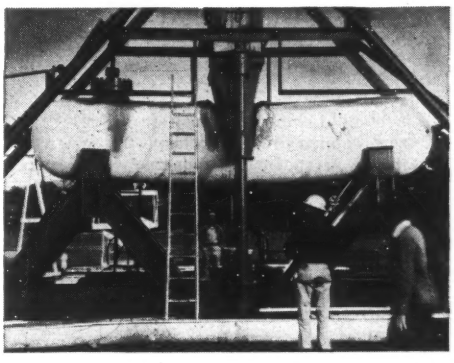
LONG-PLAYING recording of Artie Shaw's "My Concerto," recently released by RCA Victor, contains a number of compositions, including "Maid With the Flaccid Air," "Even Song," and "Suite No. Eight." These three numbers appeared on the list of Life Music compositions which were deleted from the Broadcast Music Inc. repertoire as of Feb. 28, 1954.

Broadcasters who formerly obtained the right to perform Life Music numbers through their BMI licenses have not had that right since Life withdrew from BMI about a year ago, unless in the interim they have taken out the licenses offered them directly by Life. If they wish to broadcast these compositions, either as part of the Artie Shaw record or independently, they should make arrangements with Life Music for the right to use them. Using them without permission would be an infringement of the copyright.

Only STEEL can do so many jobs so well



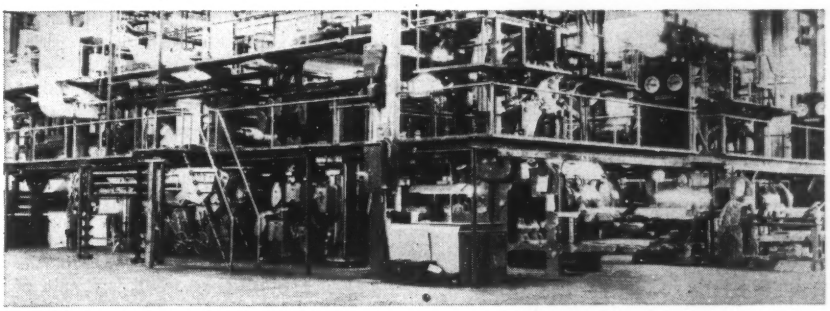
Steel Takes to the Air. In Arizona, there's a sandy river bed where flash floods frequently occur. A gas pipe line had to cross the river bed. So, to avoid the flash flood danger, the 30-inch welded pipe line took to the air for 1020 feet. Pipe and supporting structure were fabricated and erected by U. S. Steel.



Milk Tastes Better when served this modern, convenient way. Many restaurants and school cafeterias use these stainless steel milk dispensers. Stainless won't rust. It's sanitary and easy to clean. And it's hard enough to resist dents and wear.

Frozen Steel. Ordinary steel becomes brittle at low temperatures. But U. S. Steel recently introduced a completely new alloy known as USS "T-1*." This steel retains its strength and toughness at high *and* low temperatures; but even more important, it can be welded without need for heat treatment. The picture shows a "T-1" welded pressure vessel that survived a blow from a 13-ton ingot dropped 73 feet. The tank was chilled to −22° F.

*Trade Mark



1200 Feet a Minute! That's how fast this magazine printing press gobbles up paper. At the delivery end, a sharp steel knife snaps in and out 640 times a minute to cut the paper. American Quality Springs are used to cushion the shock. They perform so well that the customer has been using them in these presses for 20 years.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel.

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. · UNION SUPPLY COMPANY · UNITED STATES STEEL EXPORT COMPANY · UNIVERSAL ATLAS CEMENT COMPANY 5-264

of New York and other participating party product advertisers.

The show will be heard over WMCA 10:05-11 p.m., Monday through Friday, and 9:05-11 p.m. on Saturday. The series offers advertisers merchandising services involving tie-ins with 3,000 independent food stores.

Farm Bureau Name Change Announced on Closed-Circuit

CLOSED-CIRCUIT television was utilized by The Farm Bureau Insurance Cos., Columbus, last week to announce a change in the company name to Nationwide Insurance, effective Sept. 1, 1955, and a program of national expansion into areas not served currently by the company. The Farm Bureau Insurance Cos. has as one of its subsidiaries the Peoples Broadcasting Corp., which operates WGAR Cleveland, WTTM Trenton, WRFD Worthington, Ohio, and WMMN Fairmont, W. Va.

The closed-circuit telecast, which was carried to 21 eastern cities and viewed by some 18,000 employes, agents and their families, was directed and produced by the companies' own staff and originated from the studios of WLWC (TV) Columbus. Physical arrangements were made by Box Office Television Inc., New York. It was said to be the first closed-circuit telecast ever put on by an insurance company.

New Long-Term Contract Set By TelePrompTer, NBC-TV

NEW long-term contract has been signed by NBC-TV with TelePrompTer Corp., New York, for the use of TelePrompTer equipment on NBC tv shows. All programming on the network will have access to TelePrompTer service currently in use on many shows.

With the signing of the NBC contract, TelePrompTer's billing potential "is well past the $1 million mark," Irving B. Kahn, chairman of the board of TelePompTer, said.

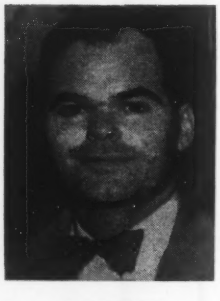
Ziv Sets '55 Advertising Budget for Radio Sales

MORE THAN a quarter of a million dollars has been set by Frederic W. Ziv Co. for advertising, promotion and development of radio sales plans for 1955. The budget announcement was made simultaneously with the launching of *The Eddie Cantor Show*, Ziv's first new program for 1955.

Alvin E. Unger, vice president in charge of sales, said the first week of selling produced activity in all sections of the country in representative major, medium and small markets among independent stations and network affiliates.

TelePrompTer Appoints V. P.

HERBERT W. HOBLER, general sales manager of TelePrompTer National Sales Corp. since early 1954, has been appointed vice president, it was announced last week by President A. M. Gilbert. TelePrompTer, which provides a package of leased equipment and service to tv stations, now claims clients in more than half the states in the U. S. and in Canada. Sales have increased fivefold during the past year, Mr. Gilbert said.



MR. HOBLER

NARTB BOARDS TAKE ACTION TO OBTAIN RADIO-TV FACTS

At Florida sessions last week NARTB's Radio Board names committee to study possibility of putting radio's convincing facts and figures into one primer. At the Tv Board meeting steps are instituted to pinpoint home set counts, station popularity and viewers' attitudes.

The Radio Board:

SINGLE source of factual material showing radio's strength as an advertising medium was instigated Thursday by the NARTB Radio Board at its Hollywood Beach, Fla., meeting.

The board directed President Harold E. Fellows to appoint a committee to investigate the proposal. This committee is to get right to work and report in the near future.

By putting all the available researching data and study material on aural broadcasting into one primer, it is believed the industry will have a text available that would aid radio salesmen as well as management.

The idea grew out of a study group formed among NBC Radio affiliates more than a year ago. Robert D. Swezey, WDSU New Orleans, was chairman of this group. As the members looked into what has been happening to radio in the last five years, they became convinced that the assignment really should be handled on a nationwide basis.

Mr. Swezey said the project should develop an affirmative story for radio. It is designed to bring together all findings made by research groups, including special projects and industry-wide data such as program ratings. From the project would come agreement on the real story of what happened to radio, what changes have developed in audience habits and preferences, and an organized package of radio facts.

Support for such a project came from the NARTB Am Committee, headed by James L. Howe, WIRA Fort Pierce, Fla., and from a resolution adopted last autumn by NARTB District 14 (Mountain States). The Mountain stations had asked for a clear, easy-to-understand circulation plan for radio stations—a plan that would apply to all stations regardless of power, locality or influence. The district called for an association study of the whole problem of circulation and surveys.

Those backing the radio primer idea had hoped to get such a project underway at once but the NARTB radio directors didn't go that far, deciding instead to do a study of the idea before taking any definite action.

The Radio Board was informed Thursday that total association membership now stands at 1,867, including 1,151 am stations, 329 fm, three radio networks, 264 tv stations, four tv networks and 116 associates. This is a gain of 63 over a year ago.

The budget report showed $760,000 for the general fund, not including special tv and tv code allocations.

In an Fm Committee report submitted by Chairman Ben Strouse, WWDC-FM Washington, the committee asked NARTB to aid distribution of the Politz study showing 9,760,000 U. S. homes equipped to receive fm, 20.5% saturation.

Additional research material will be developed to aid storecasting and other special fm services. Attempts to slice into the fm band to aid common carrier services will be watched. The committee is encouraging manufacturers to put fm sets in cars and it asked NARTB to prepare a list of case histories of successful fm operations.

Chairman Howe's Am Committee wants NARTB to encourage manufacture of tiny personal radios using transistors. The board approved its report, which includes a request that remote control privileges for transmitters be extended to directional stations. The committee wants a special radio week every year. It suggested the present jam of district meetings and other industry conventions should be relieved by regional sessions.

The Radio Board made two changes in the by-laws to specify that district directors must have their main place of broadcasting business in the area they represent and that radio board vacancies will be filled by election if the vacancy is more than six months; otherwise the post will not be filled.

An election calendar for the Radio Board was adopted, with election procedure to start in early December and conclude in early April.

Two new directors took part in the meeting —Calvin J. Smith, KFAC Los Angeles, for District 16 (So. Calif., Ariz., Nev.) and F. E. Fitzsimonds, KFYR Bismarck, N. D. Both were elected recently to fill vacancies.

All Radio Board members were present. Henry Clay, KWKH Shreveport, La., presided as Radio Board chairman, with E. K. Hartenbower, KCMO Kansas City, as vice chairman.

The Tv Board:

THREE important television facts—how many homes have sets, stations they tune and what they think about programs and advertising—will be developed under steps taken last week by NARTB's Television Board. The board met Wednesday at Hollywood Beach, Fla., with Clair R. McCollough, Steinman Stations, presiding as chairman.

The Tv Board issued a statement lauding service of three Tv Code Review Board members whose terms are expiring. The three are John E. Fetzer, of the Fetzer station group, Code Board chairman; J. Leonard Reinsch, Cox Stations, vice chairman, and Mrs. A. Scott Bullitt, of KING-TV Seattle. All have been with the Code Board since it was set up three years ago.

Successors to the three retiring members have not yet been named. During their tenure the number of Code subscribers has increased from 50 charter members to 240 stations and four networks.

In other actions the NARTB Tv Board:

- Approved changes in the Tv Code seal.
- Voted to increase the Code enforcement staff to five.
- Approved a plan by which Code subscribers may insert in film purchase contracts a clause requiring conformance to Code standards.
- Adopted a resolution calling for a staff-management study of government agency requirements for spectrum space, particularly in the tv bands.
- Reviewed progress of a project looking toward standard film purchase contracts, with

R. H. Davies, Vice-President of the Clark Equipment Company, asks:

"Do you know this famous weight lifter?"

"You've seen these mechanical muscle men all over the country," says R. H. Davies. "Clark builds them to lift up to 13 tons at a clip!

"When Kansas City was hit by a recent flood, most of their fork trucks were damaged. Clark dealers are among the best equipped in the country. But when ten or fifteen companies needed replacement parts—and *fast*—the demand was unprecedented! We shipped carburetors, distributors and other essentials by Air Express from our Jackson, Mich. service headquarters — and they arrived the same day!

"Our sixty dealers coast to coast know its speed and reliability. We average 5,000 pounds a month by Air Express.

"What's more, most of our shipments *cost less* by Air Express. For instance, a 25-lb. shipment by Air Express from Jackson, Mich. to Kansas City costs us $6.45 — that's $3.50 less than by any other air service."

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

TWENTY-THREE years ago Kenyon Brown (r), president of KWFT-AM-TV Wichita Falls, Tex., was a bellhop at the Hollywood Beach Hotel, Hollywood, Florida. Last week at the NARTB Board meeting he was welcomed as a guest by John W. Tyler, hotel manager.

Harold See, KRON-TV San Francisco, chairman of a committee working on the idea. Mr. See reported the plan is developing slowly because there is no organized unit in the film distribution business.

• Approved outline of a second "report to the people" on operation of the Television Code.

• Backed up President Harold E. Fellows on his request to FCC for rule-making proceedings on subscription television and sent separate letter to Comdr. E. F. McDonald, of Zenith Radio, explaining that the association was not taking a stand on subscription tv but merely urging a full hearing of the issues.

• Considered such topics as inter-city relay rates, tower height, community and directional antennas, along with problems facing uhf.

The figure showing at intervals how many homes have tv sets will be compiled by the U. S. Census Bureau as part of its quarterly nationwide sample disclosing business and economic trends. This quarterly study is based on a scientific sample of 20,000 families.

NARTB will contribute $3,000 to a total of $24,000 needed to insert a tv set question in the Census Bureau's quarterly survey. It is expected two tv set ownership figures will be obtained in 1955. Networks and other agency-advertiser groups are interested in the project and are expected to provide funds for the study.

Set ownership will be shown for the nation as a whole and for four regions. The Census Bureau's sample reflects all income groups, and is generally considered highly accurate.

The plan to find out what the public thinks about programs takes two tacks. First the NARTB Board heard a report on a method of learning public reaction to advertising programs. This would be part of the NARTB Code Review Board's work.

Second, NARTB has been working two years on development of a way to find out what stations are tuned by the public.

A pilot study has been conducted by W. R. Simmons Co., New York, to see what could be done to get the first project underway. This study has covered methods of sampling public reaction. Mr. Fetzer is head of the subcommittee that is working out details, in collaboration with Richard M. Allerton, NARTB research director. The Fetzer group is reviewing results of the pilot study.

In reporting on the station-tuning project, Robert D. Swezey, WDSU-TV New Orleans, chairman of a study group, and Mr. Allerton discussed tests of a plan to measure tv viewing. Mr. Allerton demonstrated a new type of meter developed especially for NARTB's project. The meter, attached to a tv set, records on a facsimile paper spool the channels tuned during the day.

The new machine is being used to check accuracy of a special interview technique developed for NARTB by Dr. Frankel Crawl. The field testing of NARTB's station-measuring procedure has been under direction of the Alfred Politz research organization.

This circulation scheme was originally developed as part of a joint sales-circulation promotion under NARTB auspices. The sales side of the project is now handled by Television Bureau of Advertising, created last summer as a joint industry-NARTB organization to promote television sales just as Radio Advertising Bureau promotes radio sales.

In a statement on work of the Code group, the association's Tv Board commended Chairman Fetzer's direction of an industry program to publicize the Code, explaining he "has conducted himself in an exemplary manner, bringing credit to himself and his industry."

The Code group, it was added, has set up a practical system of self-regulation in the public interest; has won endorsement from the public as well as civic, governmental and religious leaders; has made tv station and network management, along with performers in the medium, conscious "of the critical importance of good taste and good judgment in entertaining and informing the citizens of the nation."

Mr. Fetzer agreed to serve the board in an advisory capacity for a year.

The Tv Board approved revisions in the design of the Code Seal and authorized development of a series of 20-second film strips to be used by stations and networks to acquaint the public with their Code affiliation. A second report to the people will be made by the Code Board. A preliminary outline of the report, drawn up by Edward H. Bronson, director of Tv Code affairs, was approved. The Code staff will be increased to five and monitoring of programs and commercials will be extended.

New Weapon for Enforcement

A new weapon to aid Code enforcement will be provided with approval of a Code clause for use in film contracts. The Code Board recommended to the Tv Board that Code subscribers be permitted to place in all film contracts a paragraph specifying that the purchaser is a subscriber and has the right to alter or reject films that do not conform to Code standards. The Tv Board accepted the Code group's proposal.

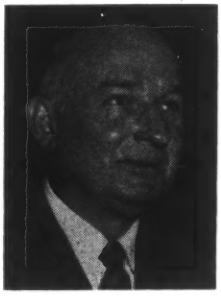
With growing concern over community antennas, the Tv Board decided to name a committee to look into the problem. Special emphasis will be placed on property rights of stations and networks, with the possibility that a test case eventually will go to the courts to determine what rights stations and networks have in their service and the control they have over community antenna systems. The committee was instructed to act quickly.

Attending the meeting were Chairman McCollough; Vice Chairman Campbell Arnoux, WTAR-TV Norfolk, Va.; Harold Hough, WBAP-TV Fort Worth; Paul Raibourn, KTLA (TV) Los Angeles; George B. Storer, Storer Broadcasting Co.; Mr. Swezey; Kenneth L. Carter, WAAM (TV) Baltimore; William Fay, WHAM-TV Rochester; Ward L. Quaal, WLWT (TV) Cincinnati; Ernest Lee Jahncke, ABC, New York; Merle S. Jones, CBS; Ted Bergmann, DuMont; Frank M. Russell, NBC. Mr. Rogers left early due to illness in his family. John Esau, KTVQ (TV) Oklahoma City, was absent.

The Code Review Board had met the previous Sunday. Attending, in addition to the three members whose terms expire, were William B. Quarton, WMT-TV Cedar Rapids, and G. Richard Shafto, WIS-TV Columbia, S. C.

Ethridge to Receive NARTB Keynote Award

A DISTINGUISHED RECORD as broadcaster and public servant industry leader will be formally recognized by NARTB when Mark Ethridge, vice president of WHAS-AM-TV Louisville and publisher of the *Louisville Courier-Journal*, receives the third annual keynote award.



MR. ETHRIDGE

Former president of NAB, Mr. Ethridge will receive the citation May 24 at the annual industry convention to be held the week of May 23 in Washington. He will address the convention May 24 at a general session to be held at the Shoreham Hotel.

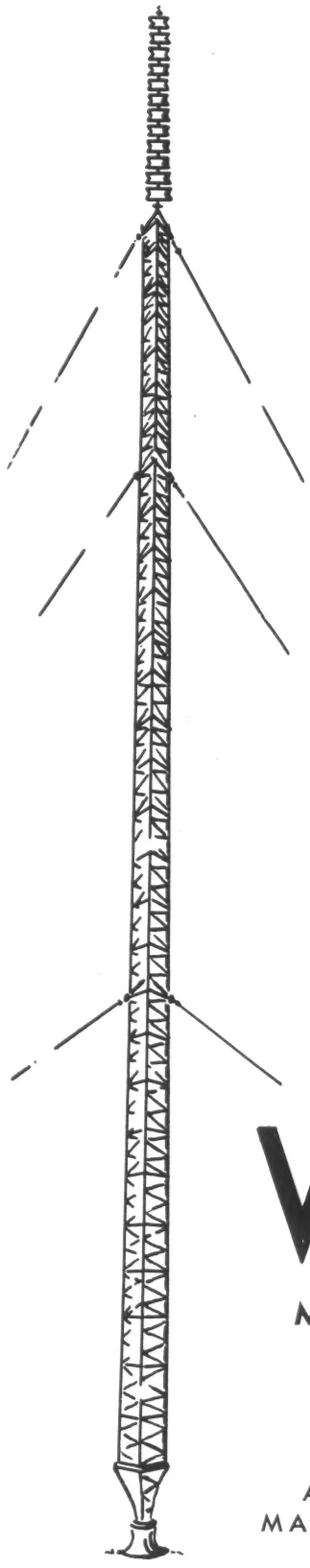
Mr. Ethridge attained national prominence when he took over the old NAB at the 1938 convention on a mandate from the strife-torn membership. He accepted the NAB presidency March 30, 1938, as interim peacemaker, agreeing to tackle the assignment in this difficult period. He relinquished the position July 1, 1938, to Neville Miller. At that time assistant to the president and business manager of Princeton U., Mr. Miller had risen to national fame through his handling of the 1937 Louisville flood relief campaign while serving as mayor of the city.

Since that time Mr. Ethridge has been consulted frequently on industry affairs, serving in a background role. He has directed operations of the Louisville broadcasting-publishing firm, serving also in many public and semi-public roles during the Roosevelt and Truman administrations. He has been active in Radio Free Europe and has made frequent trips to foreign countries.

Selection of Mr. Ethridge drew favorable comment among NARTB officers and directors at the Florida meeting. It was agreed the appointment was a proper recognition of his many years of service to individual broadcast officials and to the industry as a whole.

First two NARTB keynote awards were presented to Brig. Gen. David Sarnoff, RCA-NBC board chairman, in 1953, and William S. Paley, CBS Inc. board chairman, in 1954.

The announcement of Mr. Ethridge's selection was made jointly by the co-chairmen of the NARTB Convention Committee, Clair R. McCollough, Steinman Stations, and Henry B. Clay, KWKH Shreveport, La. Mr. McCollough is chairman of the NARTB Tv Board, with Mr. Clay chairman of the Radio Board.



SUPER POWER
on the
GULF COAST!

New Tower! New Power!

316,000 WATTS, ERP

Plus...

All the outstanding shows from

NBC... CBS... ABC

and top local programs.

Clear coverage of the Gulfcoast, Southern Alabama, Northern Florida, Eastern Mississippi.

WALA TV
CHANNEL 10

MOBILE'S *ONLY* TELEVISION STATION

PAPE TELEVISION COMPANY, INC.
MOBILE, ALABAMA

ASK YOUR HEADLEY-REED MAN FOR MARKET INFORMATION AND AVAILABILITIES.

NARTB SETS MAY CONVENTION PLANS

This year's meeting will be held in two Washington hotels. Top administration and congressional leaders are expected to join in common discussion of broadcasting problems.

NARTB's annual convention, to be held the week of May 22 in Washington, D. C., will be marked by a government flavor, with highest administration and congressional leaders joining in common discussion of broadcasting and engineering problems. Five days of meetings and exhibits are scheduled.

Two large Washington hotels—the Shoreham and Sheraton Park—will be sites for the meetings and luncheons. Other hotels will join in supplying housing accommodations for the more than 3,000 persons who are involved in convention week events.

A nutshell schedule, tentative right now, looks like this:

Sunday—Registration; miscellaneous meetings; exhibits.

Monday—Registration; more miscellaneous meetings; tv membership business session; fm station meeting; public relations exhibit opens.

Tuesday—General meeting; keynote address; government-industry meetings, including FCC chairman and other high officials; FCC roundtable; engineering reception.

Wednesday—Radio Day, including early labor clinic; station management conference; luncheon address by NARTB President Harold E. Fellows; Radio Advertising Bureau sales program; reception for government officials; separate engineering meetings.

Thursday—Television Day, including early labor clinic, station management conference, Television Bureau of Advertising program in afternoon; reception and banquet.

Convention Plans Adopted

Convention plans were adopted at a Monday meeting of the association's Convention Committee, with Clair R. McCollough, Steinman Stations, and Henry B. Clay, KWKH Shreveport, La., as tv and radio co-chairmen, respectively.

A major convention feature will be the Tuesday morning keynote address by Mark Ethridge, WHAS-AM-TV Louisville (see story page 58). The industry's convention has become so large that it will tax facilities of the two Washington hotels. The exhibits will open Sunday at 9 a.m. at the Shoreham Hotel. Such groups as Daytime Broadcasters and others will hold Sunday-Monday meetings, with times fitted into the tv and fm membership meetings scheduled Monday.

Since the convention is to be held at the seat of government, high federal officials will take part in the proceedings. No announcement was made of a possible appearance by President Eisenhower. Should the President address the broadcasters, the convention agenda would be adjusted accordingly.

An extensive public relations exhibit is planned, with The Advertising Council cooperating to show how radio and tv stations and networks, and their sponsors and advertising agencies, are providing public service. The exhibit is to be previewed by newsmen on Monday.

As part of the public relations exhibit, groups of important administration and congressional leaders will be invited to observe radio and tv broadcasters at work in their public service roles. A reception for government officials and broadcasters is planned Wednesday afternoon, giving industry people a chance to get acquainted with those who make and enforce laws and regulations.

Strictly regulatory problems will be discussed at the annual FCC roundtable scheduled at 3:30 p.m. Tuesday.

The final convention event will be the annual reception and banquet, scheduled for Thursday night. Luncheons and dinners will be held in a new banquet hall now being built by the Sheraton-Park.

Members of the Convention Committee, besides the co-chairmen, are Campbell Arnoux, WTAR-TV Norfolk, Va.; Kenyon Brown, KWFT Wichita Falls, Tex., *ex officio;* Kenneth L. Carter, WAAM (TV) Baltimore; John H. DeWitt Jr., WSM-TV Nashville, for engineering; E. K. Hartenbower, KCMO Kansas City; James H. Moore, WSLS Roanoke, Va.; Frank M. Russell, NBC; Ben Strouse, WWDC Washington.

NARTB Appoints Three To Educational Committee

NARTB last week announced creation of a new Educational Committee, with Herbert L. Krueger, vice president of WTAG Worcester, Mass., as chairman. Other members: Lee Ruwitch, vice president-general manager of WTVJ (TV) Miami, and Rex Howell, president-general manager of KFXJ-AM-TV Grand Junction, Colo.

With its first meeting scheduled Feb. 9-10 in Washington, the new committee will study projects in NARTB liaison with public and private educational organizations.

At this session they will be joined by three educators from institutions which offer major training in radio and tv: Leo A. Martin, chairman, Boston U. Division of Communications Arts; Sidney Head, chairman, U. of Miami Radio-Tv Dept., and Russell Porter, radio-tv director, U. of Denver. These educators, all members of University Assn. for Professional Radio Education, will plan with the NARTB group for a successor organization to be known as Assn. for Professional Broadcasting Education.

APBE would facilitate training of students for radio-tv employment and make the needs of the industry known to educators.

Lane Reelected to Head Oklahoma Broadcasters

FRANK LANE, general manager of KRMG Tulsa, was reelected president of the Oklahoma Broadcasters Assn. at its annual convention in Oklahoma City Jan. 22. Mr. Lane as keynote speaker asserted that radio is in a sound and healthy condition despite the competition of television.

MR. LANE

Other officers reelected were: T. M. Raburn, KGYN Guymon, vice president, and Pat Murphy, KCRC Enid, secretary - treasurer. Elected to the board of directors, in addition to the three officers, were Eugene Dodson, WKY, Oklahoma City; Gus Brandborg, KVOO Tulsa; Leo Morris, KSWO Lawton; Leroy Moses, KSEO Durant; Jack Pink, KWCO Chickasha, and Frank Wimberly, KWHW Altus.

At a meeting the following day of the Oklahoma Associated Press Broadcasters, the first annual awards were presented for outstanding member cooperation.

First place award, a gold plaque, went to KRMG Tulsa. Glenn Condon is news director. A second plaque was awarded to WBBZ Ponca City for the best single story by a radio station. Cy Caspar accepted for the station.

Bill Bryan, news editor of KTOK Oklahoma City, was elected president of the Oklahoma AP Broadcasters for 1955 and Pat Murphy, manager of KCRC Enid, was chosen vice president. Austin Bealmear, AP bureau chief, who announced that the 29 Oklahoma stations using AP contributed 700 stories in 1954, was reelected secretary-treasurer.

NCAA TV GROUP SETS FEB. PLAN DEADLINE

THE NCAA television committee, under new chairmanship of E. L. Romney, Mountain States Conference commissioner, hopes to have a "satisfactory and acceptable" plan, geared to a national control policy, ready by mid-February on the basis of a timetable announced following sessions at the University Club of Chicago last week. The committee held off however, on creation of administrative machinery and a budget pending selection of a 1955 plan.

Hearings have been scheduled in New York Feb. 10-11 for all interested parties, including tv networks and advertising agencies. Member schools and conferences are being invited to send representatives and offer any suggestions and recommendations in line with NCAA tv policy. Plans are to be completed at a third meeting in Chicago Feb. 17-18, sent out on a referendum vote Feb. 25, and released to the public the following day. Some 425 members and 19 allied conferences must return their votes postmarked not later than midnight March 8.

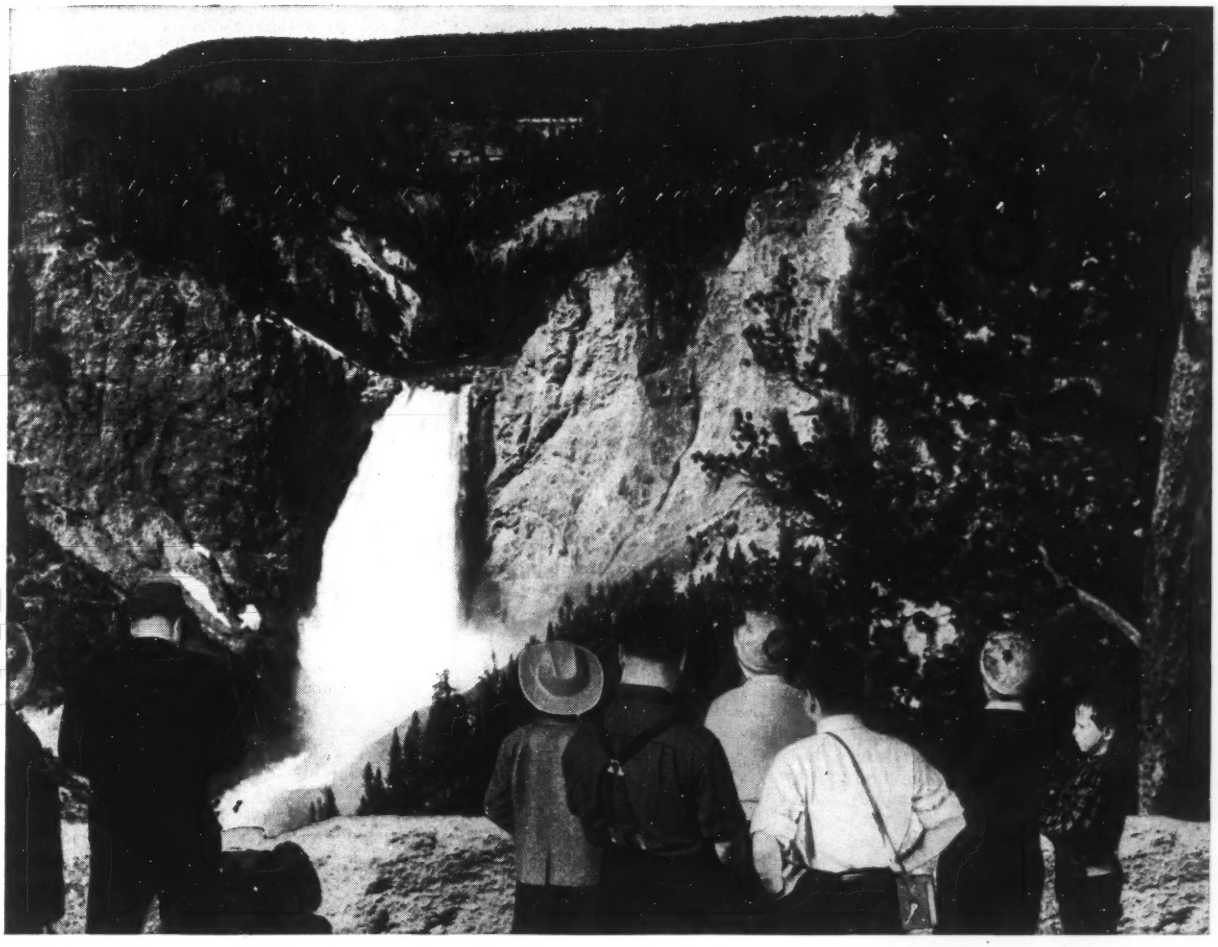
National-Regional Combination

The Big Ten is supporting a combined national-regional program (with a suggested schedule of nine regional and four national telecasts)—one of six plans offered during the recent NCAA national convention in New York [B•T, Jan. 10]. One of the six proposals (plan No. 5 calling for unrestricted tv) is already out the window by nature of the convention resolution.

Another hint of opposition to NCAA's "Game of The Week" plan came from Harlan Hatcher, president of U. of Michigan. In probably the first public statement by a Western Conference president, Mr. Hatcher revealed that his colleagues support the Big Ten drive to change present NCAA policy.

Addressing the Detroit Athletic Club Thursday, he described NCAA policy as "unwise and we do not subscribe to it" He said it was a "tight national compact control" and that "the time is not far off" when it will prove to be "the folly it obviously is."

As the NCAA tv committee was meeting in Chicago Tuesday and Wednesday, the Illinois legislature received a bill designed to permit the U. of Illinois to televise any games it wishes. If passed, it would pave the way for Illinois to bolt the NCAA. Seven out of the ten Western Conference schools are involved in varying proposals submitted to five state legislatures thus far [B•T, Jan. 24].



3,000 square miles of wonderland ... and it belongs to you

The guide books tell you that Yellowstone National Park has more geysers than the rest of the world combined. They tell how Old Faithful performs every 66 minutes, how the Yellowstone gorge riots with color as the river tumbles over falls twice as high as Niagara—how you can see elk, moose, buffalo, bear and all the rest as the first white man saw them in 1810.

But you have to see this wonderland to appreciate the greatest wonder of all—*that it belongs to you.*
The first of our national parks, the Yellowstone was set aside in 1872 by a far-sighted Congress. Typically American in spirit, Yellowstone is rich in inspiration, sweeping in conception, rugged and raw in its beauty. And if it blows off steam occasionally, well, that's American, too.

A Salute to the National Parks Association

Sinclair salutes the National Parks Association for its tireless work in helping to preserve the primeval character of our great national parks.

With headquarters at 2144 P Street N.W., Washington, D. C., the Association stands as a ready means by which Americans can do their part in defending the national parks and monuments. Founded in 1919, the Association is a non-profit, non-political organization with nation-wide membership. Its sole purpose is to see that our great nature reservations are protected from despoiling influences and are administered under highest standards.

MOTORISTS—if you would like to visit the National Parks by car, the Sinclair Tour Bureau will help you plan your trip. Write: Sinclair Oil Corporation, Sinclair Oil Building, 600 Fifth Avenue, New York 20, N. Y.

SINCLAIR
A Great Name in Oil

Big Ten Commissioner Outlines His 'Gamble'

JUST WHAT does the Big Ten stand to gain (or lose) by adoption of its own national-regional football tv plan? What sort of offers has the Western Conference had in recent years for tv rights to its games by regional sponsors?

Kenneth L. (Tug) Wilson, Big Ten commissioner, last week revealed publicly for the first time his conference's position on the financial side of the dispute. He explained:

"Contrary to general belief we are taking a bold, calculated risk of losing a sizable sum of money, instead of gaining revenue in our support of a regional football telecast program.

"Last year, seven Big Ten schools participated in five national telecasts. The revenue from them was approximately $500,000. Only three of them originated in the Big Ten area.

"Because of it, we were not hurt noticeably at the gate because of these telecasts. That means that practically all of the revenue was profit.

"Three years ago, we were offered approximately $1 million for a nine-game regional telecast series. We probably can do nearly as well on a contract now.

"It undoubtedly will hurt our gates. If our attendance dropped 20%, we stand to lose roughly $900,000 in ticket revenue. Thus, this loss would be balanced by the increase in tv take. Last year, the Big Ten revenue from football attendance was roughly $4.5 million.

"If we can balance out the hurt money against the tv take, we will be satisfied until the tv problem irons itself out, just as radio, which was once regarded as a monster, did over a 20-year span."

Tv-Aural Broadcasting Unit Sets Agenda for AIEE Meet

AMERICAN Institute of Electrical Engineers will convene in New York, today (Monday) through Friday, Feb. 4, at Hotels Statler and Governor Clinton for its mid-winter general meeting, according to J. B. Epperson, chairman. Sessions sponsored by the Committee on Television & Aural Broadcasting Systems (communications div.) get underway Tuesday morning with Donald B. Sinclair, General Radio Co., Cambridge, Mass., presiding. The following technical papers will be delivered:

"Tv Assignment Rules and Policies," Curtis B. Plummer, FCC; "Uhf Wave Propagation," Robert P. Wakeman, Allen B. DuMont Labs; "Performance of Sectionalized Broadcasting Towers," Carl E. Smith, Carl E. Smith Consulting Engineers, Daniel B. Hutton, FCC, and William G. Hutton, Goodyear Aircraft Corp., and "Television Receiver Signal Overland," C. Masucci, CBS-Columbia. The afternoon meeting will be presided over by Robert E. Shelby, NBC New York, and will include the following technical papers: "Design for Production of Color Tv Receivers," John P. Vandune, Westinghouse Electric Corp.; "Chromacoder," Peter C. Goldmark and J. F. Bambara, CBS New York; "Development of the RCA 21-Inch Metal Envelope Color Kinescope," H. R. Seelen, H. C. Moodey, D. D. Van Ormer and A. M. Morrell, RCA, and "Deflection and Convergence of the RCA 21-Inch Color Kinescope," M. J. Obert, RCA.

Ford Gives to Crusade

RADIO FREE EUROPE has been given $250,000 by the Ford Motor Co. through the 1955 Crusade for Freedom, Henry Ford II, president of the company and board chairman of the American Heritage Foundation which sponsors the annual Crusade, announced last week.

MAKING his station representative firm the first to sign membership with Television Bureau of Advertising is William H. Weldon (seated), president of Blair-Tv Inc. Witnessing the pact signing are Oliver Treyz (l), TvB president, and Ray E. Nelson, newly-appointed director of national spot sales for TvB.

TvB Joined by Blair-Tv, First Representative Member

BLAIR-TV, New York, station representatives, has joined Television Bureau of Advertising, New York, according to a joint announcement made by William Weldon, Blair-Tv president, and Oliver Treyz, president of TvB. Blair-Tv is the first representative firm to join the all-industry sales and promotion organization.

Mr. Treyz also announced appointment of Raymond E. Nelson, president of Keystone Adv. Agency, as director of national spot sales for TvB, effective Jan. 31. Keystone Adv. will be dissolved.

Mr. Weldon stated that Blair's joining TvB expressed his company's confidence in the ability of TvB to introduce new advertisers to spot television. "Blair-Tv's membership support . . . will enable us to break new ground and do the first industry-wide selling in the tv national spot field," Mr. Treyz said.

New England Meeting Votes For Audience Survey Study

VOTE to explore the possibilities of a New England-wide audience survey was unanimously approved at the fifth meeting of Kettell-Carter, regional sales representatives, and the New England radio-tv stations represented by the firm.

The proposed survey would be sponsored by the 24 radio stations represented.

The following were appointed to a committee to investigate the survey possibilities: Henry A. Molina Jr., WEIM Fitchburg, Mass.; Jack Sullivan, WSPR Springfield, Mass.; Dick Monahan, WAVZ New Haven, Conn.; Gus Parmet, WHIM Providence, R. I.; Lincoln Pratt, WSAR Fall River, Mass.; Nort Vergien, WFEA Manchester, N. H.; Dennis Shute, WLAM Lewiston, Me.; Dean Finney, WTWN St. Johnsbury, Vt., and Elmer Kettell of the representative firm.

SRA Announces Membership Of Eight Committees for '55

MEMBERS who will serve on eight committees of Station Representatives Assn., New York, during 1955, were announced last week by Adam J. Young Jr., president of SRA.

Ward Dorrell, Blair Co., was appointed chairman of the research committee. Other members: Dan Denenholz, Katz Agency; Monroe H. Long Jr., Branham Co., and Frank Woodruff, Free & Peters.

Members of the station rates committee are: Robert Eastman, Blair Co., chairman; Jones Scovern, Free & Peters; Morris Kellner, Katz Agency; Frederick G. Neuberth, Avery-Knodel, and Bates Halsey, Weed Television.

Appointed to the radio sales committee are: Arthur McCoy, Avery-Knodel, chairman; Jack Thompson, Free & Peters; Martin Beck, Katz Agency; David Simmons, Blair Co.; Louis Moore, Robert Meeker Assoc., and Steve Maschinski, Adam J. Young Inc.

The television sales committee includes Jack Brooke, Free & Peters, chairman; Arthur Sherin, Avery-Knodel; Scott Donahue, Katz Agency; James Szabo, Adam J. Young Inc.; Thomas Campbell, Branham Co., and Vic Piano, Robert Meeker Assoc.

George Brett, Katz Agency, has been appointed chairman of the trade practices committee. Committee members: Joseph Timlin, Branham Co., and Edwin Fitzsimmons, Weed & Co.

Serving on the nominating committee are John P. Blair, Blair & Co., chairman; Lewis H. Avery, Avery-Knodel; Robert D. C. Meeker, Robert Meeker Assoc.; John E. Pearson, John E. Pearson Co., and Adam J. Young, Adam J. Young Inc.

The dues committee includes Joseph J. Weed, Weed & Co., chairman; H. Preston Peters, Free & Peters, and Eugene Katz, Katz Agency.

Committee on development of station representation is headed by Mr. Meeker, and includes Max Everett, Everett-McKinney; Lloyd Griffin, Free & Peters; Russell Walker, John E. Pearson Co., and Thomas F. Clark, Thomas F. Clark Co.

RETMA Tax Unit Formed

NEW Tax Advisory Committee has been formed by Max F. Balcom, chairman of the board, Radio-Electronics-Tv Mfrs. Assn., to carry on the RETMA fight against a 10% excise tax on radio and tv sets. Chairman is Gerald M. Ungaro, Magnavox Co. RETMA contends the tax is discriminatory and it will ask Congress to rectify the damage caused the industry when the tax on other appliances was cut to 5%.

DBA Asks FCC Change In Power Grant Basis

A RESOLUTION asking the FCC to consider station protection on the basis of community and area coverage rather than on signal strength factors because of the "overcrowded spectrum" was adopted by the Daytime Broadcasters Assn. last week.

The resolution was passed by DBA's board of directors at a meeting in Chicago's Sheraton Hotel, Jan. 25-26, under the chairmanship of Ray Livesay, WLBH Mattoon, Ill., and DBA president. The board also sought ways of strengthening the organization at the local level and of adding impetus to the petitions before the FCC concerning fixed and extended hours of operation for daytime outlets.

Also discussed were the recent U. S. Mexican talks over a proposed bilateral agreement covering am broadcasting allocations and differences over secondary station assignments on clear channels. DBA was officially represented at the Mexico City discussions [B•T, Nov. 22, 15, 1954].

Daytime station operators—those 180 DBA paying members of the some 850-plus daytime-only stations among the nation's more than 2,700 am outlets—seek a limitation of interference-free primary contour protection as well as standard daily hours of operation the year-around (not during the summer alone) from 5 a.m. to 7 p.m. The board also set up committees for extended hours, farm and religious programming, budget and finance. Congressional and FCC resolutions, policy and pro-

Cal Sales sez...

KSBW (AM & TV) Salinas, Calif.

Represented by George P. Hollingbery Co.

gramming, publicity and resolutions.

Following are the assignments by committees (some of which will compile data for further activity before the FCC):

Extended Hours Programming—Worth S. Rough, WCBC Anderson, Ind. (dist. 8), chairman, Don H. Martin, WSLM Salem, Ind., and Edward H. Pate, KPRS Kansas City, Mo.; (Farm Programming)—Ralph Shepard, KWOA Worthington, Minn. (dist. 11), chairman, Ed Mason, Colby, Kan., James H. Firmin, WMOK Metropolis, Ill., and Joseph Bradshaw, WRFD Worthington, Ohio.; (Religious Programming)—George B. Anderson, KJSK Columbus, Neb. (dist. 10), chairman, John M. Norris, WGCB Red Lion, Pa., and William Kuiper Sr., WFUR Grand Rapids, Mich.; (Budget and Finance)—George Dodds, WGGH Marion, Ill. (dist. 9), chairman, and F. R. Householder, WJVA South Bend, Ind.; (Resolutions)—Tom Maxwell, WIBB Macon, Ga. (dist. 5), chairman, and Arden Booth, KLWN Lawrence, Kan.; (Congressional and FCC Resolution)—Jack Younts, WEBB Southern Pines, N. C. (dist. 4), chairman; (Policy and Programming)—Morris Mindel, KGST Fresno, Calif. (dist. 15), chairman, and Edwin B. Evans, WWST Wooster, Ohio, and (Publicity)—George Volger, KWPC Muscatine, Iowa, DBA secretary, (dist. 10), chairman, and Raymond J. Cheney, WMIX Mt. Vernon, Ill.

AMONG FRIENDS

WINDY knows he's welcome on Madison Avenue—because as he puts it, "Experienced time-buyers long ago discovered KTVH reaches more folks in Central Kansas per TV dollar."

Profit by what other advertisers have learned and take WINDY into your confidence, too! He'll prove the superior selling job KTVH can do for you.

Start the Ball Rolling, Today!

KTVH
HUTCHINSON

VHF 240,000 WATTS

CHANNEL 12

CBS BASIC—DUMONT
Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager.*

New Illinois News Assn. Elects Small President

BILL SMALL, news director at WLS Chicago, has been elected president of the Illinois News Broadcasters Assn., newly-formed to stimulate professional interest, raise professional standards, provide an avenue for exchanging ideas and help further the principles of freedom of information.

Also elected were Glen L. Farrington, WTAX Springfield, vice president, and Ralph Smith, WIRL Peoria, secretary-treasurer. Donald E. Brown, associate professor of journalism at the U. of Illinois and news director at WILL Urbana, was selected executive secretary. On the executive board are Mr. Brown; Don Reddicliffe, WKRS Waukegan; Brooks Watson, WMBD Peoria, and Steve Rowan, WMIX Mount Vernon.

A state meeting will be held next April at which time a constitution will be submitted.

Harold Dewing, WCVS Springfield, president of the Illinois Broadcasters Assn., addressed the organizational session in Springfield Jan. 22, stressing the value of radio-tv news. Over 40 news editors and representatives of the wire services attended the meeting.

Chicago's State Street Spot Success Told to Retail Group

HOW the State Street Council has effectively used radio spots to promote downtown Chicago as a shopping area was recounted at the third annual Retail Advertising Conference in that city Jan. 22-23.

Under the plan, Chicago listeners have heard about 6,000 times the past two and a half years the slogan: "What do you want to buy? What do you want to pay? State Street's got it every day." The council's budget ranges from $125,000 to $200,000 per year, with the bulk of it going into this institutional radio advertising.

Success of the promotion was explained at the conference by Randall H. Cooper, president of the council. He noted the flexibility of the plan and reported the council has stepped up its allocation of one-minute spots from four to six stations in Chicago.

Out-of-Home Radio Listening Faces Sharp Rise—Sweeney

FURTHER radical changes in radio during the next five years through the use of truly portable radios were predicted by Kevin Sweeney, president of Radio Advertising Bureau, New York, in a speech before the Salt Lake City Advertising Club last Wednesday.

"Within two years, portables can be selling at a five-million set-per-year clip; in a decade, at double that rate. This could boost radio's out-of-home audience alone to higher levels than our present total listening," Mr. Sweeney said.

The RAB president cited the increased personal quality of radio with comments on the pocket radio and Raytheon's announcement of a portable that operates a year on four small flashlight batteries. He said such progress "opens an era when men and women will carry a radio as normally as they now carry keys or a pocket comb."

RAB Adds 10 Member Stations

NEW radio station members of Radio Advertising Bureau were announced by Arch L. Madsen, director of RAB's member service, last week.

Additions within the last month, according to Mr. Madsen, were WWJ Detroit; WHK Cleveland; KRNT Des Moines; WNAX Yankton, S. D.; WWWR Russelville, Ala.; WSNW Seneca, S. C.; WBAW Barnwell, S. C.; WLFA Lafayette, Ga.; WGMS Washington, and WFNS Burlington, N. C.

This message is the eleventh of a series

What is the secret of America's aviation leadership?

America's leadership in the air—which today is essential as a deterrent against aggression—grows out of the abundant resources of the nation. But turning these resources into aviation progress requires imagination—and initiative.

These qualities were truly one of the decisive "secret weapons" that helped turn the tide during the last world war.

An example is the inside story of the development of the B-17 Flying Fortress.

It began in the early '30's when Boeing became concerned about this fact: despite all the progress aviation had made up to that time, there still was no powerful aerial attack weapon—no airplane that could operate far from its base, deliver a heavy blow to the enemy, and all the while protect itself from attack.

A new concept of attack

Boeing believed in the eventual need for such an aerial weapon. And, carrying on a company tradition of pioneering new types of aircraft, Boeing men began designing and building America's (and the world's) first high-performance battleship of the skies. Boeing invested a major portion of its financial resources at that time in this revolutionary new concept . . . an airplane powered by four engines and capable of performances far beyond anything then conceived. It was called project 299.

When the Boeing 299, a craft of unprecedented size and provisions for armament, rolled from the factory, newspapers dubbed it a "flying fortress." The name stuck. And when the Flying Fortress first flew, on July 28, 1935, its performance exceeded every hope of the men who designed and built it. A demonstration earned an initial order for 13 from the Army Air Corps.

As war in Europe underlined the urgent need for a powerful aerial attack weapon, this initiative paid off. The Boeing B-17 was ready.

Flown by its valiant American crews, the Flying Fortress dropped 46% of all the bombs dropped on Europe by all U.S. bombers, and shot down 67% of the enemy fighters shot down over Europe by U.S. bombers.

The Flying Forts made possible high-altitude daylight precision bombing. They fought for freedom around the globe. And their successor, the B-29—which was ordered into production from Boeing designs even before the first experimental model had flown—delivered to its targets 97% of all the bombs dropped on Japan.

Initiative had developed a decisive weapon, years before its need was obvious.

A related present-day example is the design of America's first jet transport.

The 707

While developing and producing the B-52 eight-jet heavy bombers, and more than 1,000 B-47 six-jet medium bombers, Boeing determined to apply the advantages of jet power to another vital category of aircraft—the tanker-transport. Turning this conviction into action, Boeing engineers, drawing on the world's most extensive background of experience with large, multi-jet aircraft, began work on project 707. The company invested more than $15,000,000 of its own funds to design, research and build a prototype, or demonstrator, model. The airplane, America's first jet transport, is now well along on its flight test program. Its performance, like that of earlier pioneer Boeing aircraft, has exceeded expectations. The Air Force has ordered its aerial tanker version into production.

Boeing's tremendous engineering, production and manpower resources continue to serve the defense needs of the nation. While efficiently producing fleets of advanced jet bombers for the Air Force, Boeing also continues to design "years ahead"—to help ensure that when even more advanced aircraft are needed, they will be ready.

BOEING AIRPLANE COMPANY

SEATTLE, WASHINGTON; WICHITA, KANSAS

PLOTKIN-JONES REPORTS DUE WEDNESDAY

Magnuson to release majority and minority drafts on networks, uhf-vhf investigations, plus his own comments.

RELEASE of reports and recommendations of Harry M. Plotkin and Robert F. Jones, who have been Democratic and Republican counsel, respectively, in a Senate Commerce Committee investigation of the networks and uhf-vhf troubles, are anticipated at a news conference scheduled Wednesday morning by Sen. Warren G. Magnuson (D-Wash.), committee chairman.

Sen. Magnuson will release the Plotkin report with comments of his own and will be on hand with Mr. Plotkin to answer questions from newsmen.

It is expected, also, that Sen. John W. Bricker (R-Ohio), who headed the committee in the 83d Congress and who initiated the investigation last summer, will be present, possibly with Mr. Jones.

Committee spokesmen hoped last week that both reports could be published together. Mr. Plotkin already has submitted his "memorandum" to Sen. Magnuson.

Mr. Jones has been at his home in Lima, Ohio, for several days and it was understood he was to return to Washington last Saturday night. A spokesman for Sen. Bricker said the senator, ranking Republican on the committee, had not read Mr. Jones' report and recommendations but was expected to do so over the weekend.

Mr. Plotkin's document is not expected to be released as a "majority report" unless it is approved by a majority of the committee before the Wednesday news conference. The committee has not considered the Plotkin report yet and no meeting had been set for before the conference by late last week. It has been expected, however, that the "memorandum" will be approved, at least in part, by Chairman Magnuson. Mr. Plotkin's tenure as Democratic counsel for the investigation was to end today (Monday). He plans to return as partner to the Washington law firm of Arnold, Fortas & Porter.

Mr. Jones, reached Thursday in Lima, declined to comment on his report and on whether he will remain as minority counsel. He is not expected to remain beyond the time limit of today (when the committee's funds for special investigations expire), but a spokesman for Sen. Bricker said Mr. Jones may remain around awhile as a "consultant."

Sen. Magnuson several days ago notified the 12 members of the committee staff (counsel and clerical) who were hired with funds for the special investigations that the unexpended money will no longer be available after Jan. 31. A resolution that would provide new funds for the special work from Feb. 1, 1955, to Jan. 31, 1956, goes on the Senate calendar after being favorably reported last week by the Senate Rules Committee, with approval expected by the Senate (see story, page 70).

Mr. Plotkin's memorandum will propose that the Dept. of Justice and the FCC study the document's aims and report on how much can be accomplished under existing law and regulations [B•T, Jan. 24, 17, 10]. Some of the objectives: (1) elimination of network option time, (2) discouragement of station representation by networks, (3) FCC study of AT&T line charges, (4) review of multiple station ownership rules, (5) possible separation of ownership of radio and tv networks.

Mr. Jones' report, it has been said, among other things will support the common carrier concept for networks.

He also is expected to write a justification of his dissenting vote in 1952 as FCC commissioner on the Commission's Sixth Report & Order allocating a nationwide tv system, at which time he said the allocations plan favored vhf stations in large markets to the detriment of small-market tv stations.

Sen. Magnuson called the news conference after canceling a planned business trip to Seattle and remaining in the Nation's Capital, upon the advice of Senate leaders, on account of the Formosa crisis.

His change of plans, however, apparently will do nothing toward moving up to an earlier date the Senate Commerce Committee hearing on the nomination of FCC Chairman George C. McConnaughey.

The reason is that Sen. Bricker, who has championed confirmation of the nomination of Mr. McConnaughey, a "long-time friend" and fellow Ohioan, plans to leave Washington for the West Coast on Feb. 10 and remain until Feb. 15. The Ohio Republican also had tentative intentions late last week to make another trip which would keep him away from Washington until about Feb. 20, but plans on the latter trip were not firm.

Democratic members of the committee, it was understood, had hoped Sen. Bricker would be on hand Tuesday, Feb. 15, for a hearing on the McConnaughey nomination.

Tax Testimony Stricken In Indianapolis Hearing

IN AN UNUSUAL action, FCC Hearing Examiner Basil P. Cooper last week ordered some 100 pages of transcript in the Indianapolis ch. 13 tv hearing to be physically stricken on the ground that the testimony—involving income tax penalties incurred by an officer in one applicant—had been given under "judicial duress" and was obtained in error.

The examiner did not disclose the identity of the witness or applicant involved. The record had been impounded earlier.

On Thursday, three of the four applicants in the case petitioned for additional time in which to prepare an appeal to the Commission to restore the evidence. WIRE, WIBC and Crosley Broadcasting Corp. indicated they would tender a joint appeal early this week. The fourth applicant is Mid-West T. V. Corp.

In his formal order of Jan. 19, made public Thursday, the examiner cited the secrecy provisions of the Internal Revenue Code and penalties for unlawful disclosure. He recalled that the witness, testifying Oct. 19, 1954, as well as his counsel, objected to disclosing the income tax information but was directed to do so by the examiner.

Aside from expunging the testimony and all later reference to it, the examiner ordered that any pleading filed in the case disclosing or citing the matter shall be returned to counsel and will not be received until such references are "physically deleted."

Crosley is operator of WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, Ohio. Mid-West includes President George Sadlier (34.55%), banker; Vice President Paul A. Walk (2.85%), car dealer, and Secretary-Treasurer Harry D. Leer (5.56%), dentist.

TAKING PART in production of an Air Force film on Conelrad are (l to r): seated, Robert D. Linx, coordinator, FCC-FCDA; FCC Comr. Robert E. Lee; standing, A. Prose Walker, NARTB engineering manager; Leslie L. Kullenberg, FCDA assistant administrator, and Robert H. Moody, general manager, WHIO-AM-TV Dayton.

AF PREPARING CONELRAD FILM

THE Air Force is producing a half-hour film for television on Conelrad (Control of Electromagnetic Radiation) to show the nation's tv viewers how the radio system will keep the public warned in event of enemy air attack while keeping enemy bombers from "homing" on radio frequencies of U. S. broadcasting stations.

The film, on which production began Jan. 20 at Wright-Patterson Air Force Base, Dayton, Ohio, is expected to be completed in March. Narration will be by CBS commentator Edward R. Murrow. The film is being shot at Dayton, New York City on the CBS-TV *See It Now* set and at Roslyn, N. Y.

Featured in the film will be top level civil and military defense and communications officials. These will include FCC Comr. Robert E. Lee; Maj. Gen. Walter E. Todd, commander of the Western Air Defense Force, Hamilton Air Force Base, Calif., headquarters for Conelrad; A. Prose Walker, Engineering Dept. manager, NARTB, and Leslie L. Kullenberg, assistant administrator of the Federal Civil Defense Administration.

Under production by Wright-Patterson's 1350th Motion Picture Squadron, the film will be distributed to tv stations after its completion in March. Producer is Anthony Lawrence; director, William J. Miller.

Eisenhower Names Pyle Administrative Assistant

FORMER Gov. Howard Pyle of Arizona, unseated in the Nov. 2 elections by former Sen. Ernest W. McFarland, Democrat, has been appointed by the President as an administrative assistant, and will act as presidential liaison representative with Federal departments and agencies, beginning Feb. 1.

Mr. Pyle is a minority stockholder in KTAR Broadcasting Co., which owns KTAR Phoenix, KVAR (TV) Mesa, 85.8% of KVOA-AM-TV Tucson, 98% of KYUM Yuma and 95.2% of KYCA Prescott. The former governor, who earlier this month said he was undecided about taking the position [B•T, Jan. 10], will deal with federal programs that affect the states.

with WAVE

you don't buy the cane—

YOU BUY THE SUGAR!

There's only one radio station in Kentucky that gives you exactly what you need — *at the right cost!*

KENTUCKY'S SWEETEST MARKET
WAVE's 50% BMB daytime coverage area almost exactly parallels the rich, 27-county Louisville Trading Area, where 42.5% of Kentucky's total effective buying income is concentrated.

TOP PROGRAMMING — TOP AUDIENCE
WAVE is the *only* NBC station in or near Louisville. Plus that, WAVE commands high listenership by investing in top *local* programming — employing 44 people *exclusively* for on-the-air RADIO activities.

You don't have to raise cane. You *get* the sugar when you use WAVE. NBC Spot Sales has the figures.

WAVE • **5000 WATTS**
LOUISVILLE • **NBC AFFILIATE**

NBC **SPOT SALES**
National Representatives

FCC 'Tentatively' Stands Pat on Skywave

NOTICE of "tentative judgment" to adhere to its March 1954 proposal in the seven-year-old daytime skywave case was issued by FCC last week in an effort to guide stations and others who are preparing comments (due April 17) on that portion of the report pertaining to whether the revised rules should be made applicable to existing am outlets.

The proposal seeks to afford clear channel stations added protection at sunrise and sunset from daytime skywave interference by certain secondary stations operating on the same frequency. It was issued in two parts. The first relates to modified standards for new am stations while the second part concerns existing stations.

Comments and oral argument on the first part last summer drew widespread opposition and various alternate proposals [B•T, July 19, March 15, 1954], all of which apparently have been rejected by the Commission.

Last week's notice drew a detailed dissenting opinion by Comr. Frieda B. Hennock. She urged that "without delay" hearings be designated on a newly-combined clear channel and daytime skywave proceeding. Her reasons: the years that have passed since clear channel policy was formed (1923), the changes in economic, social and technical conditions and the growth of am stations and service, as well as fm and tv.

FCC's daytime skywave proposal recognizes that secondary stations on clear channels cause varying degrees of interference two hours after sunrise and two hours before sunset to the dominant Class I stations. It proposes a new "transitional" period operation for the secondary stations to curb such interference.

The report said existing Class II daytime-only stations would not be affected "at this time," expressing the same generally for existing Class II limited-time outlets, excepting those located to the east of their dominant outlets.

Storer Denies Charges Made by Miami Rivals

BLANKET denial of charges made by WINZ-WMFL (TV) Miami in protesting to the Commission on approval of Storer Broadcasting Co.'s purchase of WMIE-TV Miami and WFTL-TV Fort Lauderdale, now operating as ch. 23 WGBS-TV Miami [B•T, Jan. 24], was made last week by Storer Broadcasting Co.

Not only did Storer assert that the protestant had no standing and that the charges were not spelled out with specificity, but it also questioned the good faith of the objector.

In challenging the standing of WINZ-WMFL to protest, Storer claimed that its WGBS-TV operation would benefit the ch. 33 WMFL and not injure it. Since "injury" is the basic premise on which the standing of an objector is decided, the protest should be dismissed, Storer said.

In questioning the good faith of the protest, Storer referred to the fact that WMFL received its grant in December 1953 and that it had not begun operating yet.

WINZ-WMFL claimed that Storer bought the two south Florida uhf stations in order to secure the NBC affiliation there. It also charged that the Storer purchase violated Commission policy on concentration and diversification.

Bettendorf, Iowa
East Moline, Ill
Davenport, Iowa
Moline, Ill
Rock Island, Ill
QUINT CITIES
The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . a market with money in its pockets . . . a market blanketed by WOC.
Basic NBC Affiliate
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest F & P office . . . or from WOC direct.
WOC
5,000 W 1420 Kc
Col. B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

FCC Denies Review Of Tampa Tv Grant

PETITIONS of Tampa Times Co. (WDAE Tampa) and Orange Television Broadcasting Co. for review of the Tampa ch. 13 tv decision were denied by FCC last week in an opinion and order affirming its final grant to Tampa Television Co. Chairman George C. McConnaughey and Comr. John C. Doerfer dissented.

The ch. 13 final decision, issued last fall, overturned an initial ruling of an examiner favoring Tampa Times [B•T, Sept. 6, 1954]. The grant followed by a month another decision to grant ch. 8 at Tampa-St. Petersburg to Tribune Co. (WFLA) and deny WTSP and Tampa Bay Area Telecasting Corp. Diversification of media of mass communication was a factor in both cases but was weighed differently in each.

Vice president, general manager and 20% owner of Tampa Television is Walter Tison, operator of WALT Tampa. The tv grantee's largest single stockholder, Mr. Tison plans to sell WALT, it was indicated.

In the ch. 13 proceeding, Tampa Times claimed it was entitled to preference on the same basis as the Tribune Co. in the ch. 8 case. FCC, however, explained comparative factors were not similar and the Tampa Times could not claim sufficient superiority in other areas to outweigh diversification.

But Comr. Doerfer, in his dissenting opinion, said he couldn't reconcile the ch. 13 action with that taken in the ch. 8 Tribune Co. decision. He felt the ch. 13 permit should go to Tampa Times Co.

Meanwhile, FCC last week approved application of ch. 8 WFLA-TV Tampa for change of studio site and equipment changes, with effective radiated power to be 302 kw visual and 209 kw aural instead of the original 316 kw visual and 158 kw aural. FCC denied a petition by WTSP calling for hearing.

Puerto Rico Gets Tv Grant With Spacing Problem Ended

NEW tv station on ch. 5 at Mayaguez, P. R., was granted to WORA there by the FCC last week.

The new ch. 5 facility will operate with an effective radiated power of 1.48 kw visual, 0.89 kw aural, with antenna height of 1,990 ft. above average terrain.

WORA is 93.5% owned by Alfredo R. de-Arellano Jr., who owns extensive sugar cane interests.

The ch. 5 grant was delayed because of the problem of sub-standard spacing resulting from the choice of sites specified by WORA and the Department of Education of Puerto Rico, applicant for new educational station on ch. 6 at San Juan. The FCC last November amended its tv table of assignments by substituting ch. 6 plus for ch. 11 minus in Caguas, P. R., and substituting educational ch. 11 plus for education ch. 6 in San Juan [B•T, Nov. 22, 1954]. Last week the Commission vacated this assignment, after the Department of Education amended its bid to specify a transmitter site avoiding the sub-standard spacing problem.

Laurel Grant Postponed

BECAUSE of economic protests by two local stations, FCC last week postponed the effective date of its Nov. 24, 1954, grant to American Southern Broadcasters for a new station at Laurel, Miss., on 1430 kc with 1 kw daytime (WPWR), and designated it for oral argument Feb. 14. Protestants WLAU and WAML were made parties to the proceeding. Comr. Frieda B. Hennock voted for hearing.

Four Radio Sales Get FCC Approval

SALES of WPAT Paterson, N. J.; KSTL St. Louis, Mo.; WWCO Waterbury, Conn., and WOOW New Bern, N. C., received FCC approval last week.

WPAT was sold by the North Jersey Broadcasting Co. for $300,000 to newly-organized WPAT Inc. North Jersey Broadcasting was 90% owned by the *Passaic Daily News* and 10% by James V. Casman. WPAT Inc. is 99.5% owned by Emanuel Dannett, partner in the New York law firm of McGoldrick, Dannett, Horowitz & Golub. The remaining interest is held by Dickens J. Wright, who will act as president and general manager. Mr. Wright currently is executive vice president and general manager of WPAT.

At St. Louis, 57.5% interest of KSTL was purchased by Edward E. Haverstick and family for $131,750. The Haverstick family will now own 85% interest in the station.

At Waterbury, WWCO was sold by The Mattatuck Broadcasting Co. for $75,000 to New England Broadcasting Corp., composed of importer-exporter Lawrence Brandon (0.5%), his wife Carol D. Brandon (99%), and Ivan R. Drechsler (0.5%).

At New Bern, Craven Broadcasting Co. sold all the stock of WOOW for $25,000 to equal partners James A. Ballard, general manager of WADE Wadesboro, N. C.; Raymond L. Ballard, furniture salesman, and Furman Y. Sorrell, physician.

Rayburn, Meader Disagree On House Radio-Tv Coverage

HOUSE SPEAKER Sam Rayburn (D-Tex.) reiterated his stand against broadcasting and televising the proceedings of House committees in an exchange last week with Rep. George Meader (R-Mich.).

Speaker Rayburn expressed his views in reply to parliamentary inquiries from Rep. Meader and other congressmen, saying he felt present House rules prohibit coverage by radio and tv, although he said a committee may permit photographers to take pictures before and after proceedings. This policy, he said, "so holds and will hold unless and until the rules of the House are amended."

In references to the Senate and the White House—where the former permits public committee proceedings to be telecast and broadcast and where the latter has opened presidential news conferences to filmed coverage [B•T, Jan. 24]—Rep. Meader said:

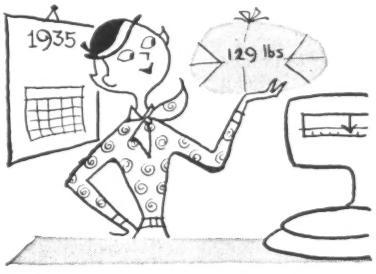
". . . With the executive branch of the government and other legislative bodies continually in the limelight, the House, if it excludes itself from the public gaze, will be relegated to a position of inferior importance in the public regard." He said, however, that committees must maintain "editorial control" over their proceedings.

KWG Sale Approved

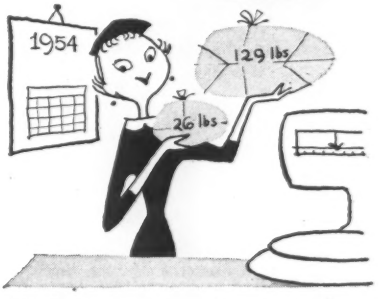
FCC approval of the sale of KWG Stockton, Calif., for $75,000 from McClatchy Broadcasting Co. to station Program Director James E. Lange and Dr. Lewis B. Saslaw was asked last week. McClatchy is selling KWG in order to purchase KBOX Modesto, Calif., from Stanislaus Broadcasters Inc. for $75,000 [B•T, Dec. 13, 1954]. This proposed purchase was the subject of a McFarland letter from the FCC three weeks ago [B•T, Jan. 17]. Modesto and Stockton are less than 30 miles apart.

WHERE IS ALL THAT EXTRA MEAT COMING FROM?

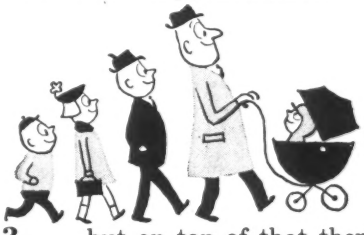
How are we doing at keeping up with the growing meat needs of a growing America? The answer is one of the big production stories of our times.



1. A generation ago America's 128½ million men, women and children ate, on the average, 129 lbs. of meat per person. If you think that's a lot of meat, look at what has happened since.

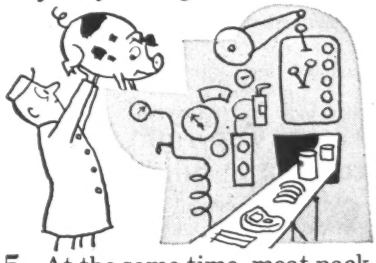


2. In one generation Americans have upped their meat eating by 26 lbs. per person—to 155 lbs. in 1954. That's part of our rising standard of living.



3. . . . but on top of that there are now 34 million *more* mouths to feed. At the current rate of consumption that means America is producing about *10 billion more lbs. of meat* per year than we did only 20 years ago.

4. How is all of this accomplished? Farmers are using new scientific methods to raise more animals, faster, and on less feed than ever before.



5. At the same time, meat packers have found ways to shorten processing time—by days—even weeks. This and modernized methods, plants and equipment help them keep up a production record, averaging 66 million pounds a day. That much meat would fill a train 18 miles long!

6. That takes care of *today's* needs. But by 1975 there will be another 50 million *more* Americans, and each will want *at least* as much meat as we eat today. That's another 7¾ billion pounds! Meat producers are already working on the special "meat magic" it will take to meet that demand!

AMERICAN MEAT INSTITUTE

Headquarters, Chicago — *Members throughout the U. S.*

Providence, Albany Stay Appeals Argued

REQUESTS for stay orders against tv grantees in Providence, R. I., and Albany, N. Y., were argued in U. S. Court of Appeals in Washington Thursday.

Earlier in the week, the appellate court denied the request for a stay order against the Commission's grant of ch. 12 in Portland, Ore., to Oregon Television Inc. [B•T, Jan. 10].

In Providence, ch. 16 WNET (TV) appealed against the FCC's grant to what is now WPRO-TV, following a merger of competing applicants. It asked that the grant be stayed, pending a judicial decision regarding its appeal [B•T, Jan. 17].

Stay against the Commission's action approving the sale of ch. 41 WROW-TV Albany, N. Y., and its am affiliate to CBS newscaster Lowell Thomas and associates was asked by ch. 35 WTRI (TV) in that city [B•T, Nov. 8, 1954 *et seq.*]. Appeal by WTRI is against the FCC's action on its protest, which alleged conspiracy between Mr. Thomas and his associates and CBS regarding tv affiliation among other things [B•T, Jan. 17].

Request of Columbia Empire Telecasters Inc. for a stay against the Commission's grant of Portland's ch. 12 to Oregon Television Inc. was denied following argument two weeks ago. Columbia Empire attacked the Commission's decision on the manner in which Oregon Television's proposed general manager resigned and the validity of the Commission's attitude on diversification [B•T, Jan. 10].

Examiner Directs Lamb To Resume Cross Examination

FCC Examiner Herbert Sharfman last week ruled that counsel for Edward Lamb's WICU (TV) Erie, Pa., must proceed with further cross examination of certain Broadcast Bureau witnesses Feb. 9 when the WICU renewal hearing resumes. In oral argument preceding ruling, WICU sought to have the Broadcast Bureau present the rest of its direct case if it has not completed it.

WICU earlier withdrew its petition for severance of issues and immediate decision on the basis of an opposition by the Broadcast Bureau indicating FCC has not rested its direct case [B•T, Jan. 24]. WICU charged the record is bankrupt of any evidence challenging Mr. Lamb's qualifications.

Meanwhile last week, FCC directed that certain documents in its files relating to employment of William Garfield Cummings as consultant be made available to the examiner. Comr. John C. Doerfer did not vote. Mr. Cummings, onetime FBI plant in the Toledo Communist Party, was the Broadcast Bureau's first of 19 witnesses in the renewal hearing [B•T, Sept. 20, 1954 *et seq.*].

CHNS

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5000 WATTS

Butler Bill Would Deny Equal Time to Pro-Reds

RADIO and tv broadcasters could refuse equal time for political purposes to persons who have been convicted of subversive activities or those who belong to organizations which have been determined to be pro-communist under the provisions of a bill introduced Thursday by Sen. John M. Butler (R-Md.).

Sen. Butler, a member of the Senate Commerce Committee, said his bill is designed to "plug" a "loophole" in the Communist Control Act of 1954.

He said communist factions "made much to do" about equal time during the last election campaign, and that "Elizabeth Gurley Flynn, recently convicted for violation of the Smith Act, was a candidate for Congress from New York under the previously unheard of 'Peoples Rights Party'." Mrs. Flynn was able to use WBNX and WLIB New York "to promote the Communist Party line," Sen. Butler said.

Ban on Racing Information Proposed Again in Senate

TRANSMISSION in interstate commerce of betting and related information on horse and dog races—except as news reporting by the various communications facilities—would be prohibited in a proposal introduced last week by Sen. Price Daniel (D-Tex.).

The proposal—introduced as a joint resolution—is almost identical to the amended version of a bill (S 3542) introduced in the second session of the 83d Congress by Sen. John W. Bricker (R-Ohio). The Bricker bill failed passage in the closing days of the 83d Congress on calls of the Senate calendar [B•T, Aug. 23, 16, 1954].

The only difference between Sen. Daniel's bill and Sen. Bricker's, as amended, is that the new measure applies to bets and wagers and similar information on a "horse or dog racing event or contest," while the Bricker proposal specified "sporting event or contest."

Rep. Kenneth Keating (R-N. Y.) also has introduced legislation against transmission of gambling information [AT DEADLINE, Jan. 10].

Federal Copyright Commission Proposed in Bill by Thompson

A FEDERAL commission to study copyright laws and make recommendations for their revision is proposed in a bill (HR 2677) introduced by Rep. Frank Thompson Jr. (D-N. J.). In commenting on the need for such a commission, he said inventors are better protected by patent laws than composers by copyright laws.

The 13-man commission would include seven persons appointed by the President, three from the Senate named by the vice president and three from the House appointed by the speaker. The President also would designate the chairman.

The commission would make its report and recommendations to the first regular session of Congress meeting more than a year after enactment of the bill.

Record-Film Rule Unnecessary, NARTB Asks FCC to Change It

BROADCASTERS would be required to identify recorded or filmed programs as such only if the element of time is important, according to amendments to FCC regulations offered by NARTB in a petition last week.

NARTB, in an amendment offering substitute language for Secs. 3.188, 3.288 and 3.653 of FCC's rules and regulations, said such programs should be broadcast or telecast with identification only if the time element is important and the presentation of a filmed or recorded program would create the impression on listeners or viewers that the event or program is occurring simultaneously with the broadcast.

The broadcaster would not be required to identify recorded or filmed programs of one minute or less under the NARTB proposal.

NARTB cited reasons in asking for the rule change as "the tremendous technical advances in the fields of recording, transcription, broadcasting, and telecasting as well as the existence of a considerably more sophisticated listener and viewer response."

Only passive interest by licensees themselves was responsible for the failure by the FCC to adopt its own similar proposals in 1944 and 1946, NARTB said.

The safeguard of an announcement is warranted only for programs dependent upon timeliness and general public significance, such as newscasts, political speeches, panels, forums, news commentators and special events, NARTB said.

NARTB said such announcements often detract from program continuity and irritate viewers and listeners. The association added that public interest considerations warrant reception "free from the obvious."

$200,000 for Commerce Probes

THE Senate Rules Committee last week reported favorably on a resolution (S Res 13) which would authorize Chairman Warren G. Magnuson's Senate Commerce Committee $200,000 to continue its special studies and investigations from Feb. 1, 1955, to Jan. 31, 1956. The measure, expected to be approved by the Senate, now goes on the Senate calendar.

The Commerce Committee currently is investigating the tv networks and uhf-vhf problems (see story, page 66).

Kieve Named to USIA Post

ROBERT S. KIEVE, a member of the White House staff who for the past two years has been assisting in the writing of speeches and messages by the President, has been appointed special assistant in the office of the director, U. S. Information Agency. Mr. Kieve will work with Abbott Washburn, deputy director of USIA.

STAR PERFORMER
WENT
Gloversville, N. Y.
ask GILL-PERNA Inc.

BITNERS BUY TWO MINNEAPOLIS TV'S; WTVW (TV) SALE SNAGS; WTAP (TV) SOLD

Indiana-Michigan broadcasters pay $3 million for share-timers WTCN-TV and WMIN-TV plus WTCN-AM. Former WTVW chairman will challenge Hearst's purchase of station, apply for the facility himself. WHIZ-AM-TV owners buy Parkersburg-Marietta tv for $200,000.

THE LURE of tv station acquisitions reached out to three cities last week, touching Minneapolis-St. Paul, Milwaukee and Parkersburg, W. Va.

• In Minneapolis, Indiana-Michigan broadcaster Harry M. Bitner and son bought share-time ch. 11 stations WTCN-TV and WMIN-TV for $3,135,000. Purchase includes WTCN radio.

• In Milwaukee, the Hearst Corp.'s two-week-old $2 million purchase of ch. 12 WTVW (TV) threatened to come unstuck when L. F. Gran, chairman of the board of that station until he resigned Jan. 26, informed the FCC that he intended to apply for the ch. 12 facility himself.

• In Parkersburg, the Zanesville Publishing Co., owner of WHIZ-AM-TV in that Ohio city, bought ch. 15 WTAP (TV) Parkersburg-Marietta (Ohio) for $200,000.

All are subject to the customary FCC approval.

• In other areas, applications were filed by WEMP Milwaukee to buy the facilities of WCAN Milwaukee; by Foster & Associates Inc. to buy the present WEMP facilities, and by NBC to buy ch. 30 WKNB-AM-TV New Britain, Conn., upon relocation of its tv transmitter site.

Minneapolis-St. Paul

Application for the purchase of the Minneapolis-St. Paul stations is due to be filed within the next few weeks. The $3,135,000 selling price, covering $1.9 million for WTCN-AM-TV and $1,235,000 for WMIN-TV, compares with the $3.95 million that Cowles Publishing Co. (*Minneapolis Star* and *Tribune*) paid for CBS' 47% ownership of WCCO-AM-TV Minneapolis last year [B•T, Nov. 8, 1954].

The Twin Cities tv stations, with 316 kw and on the air since Sept 1, 1953, are affiliated with ABC and represented by Blair-Tv Inc. WTCN is on 1280 kc, with 5 kw day, and 1 kw night. WTCN-AM-TV, assigned to Minneapolis, is owned by Robert Butler and associates. WMIN-TV St. Paul, is owned by N. L. Bentson and associates. They also own KELO-AM-TV Sioux Falls, S. D. and have a 10% interest in WRFW Eau Claire, Wis. Mr. Bentson sold WMIN-AM-FM St. Paul to the W. F. Johns interests last year. Previously, he held an interest in KTLV (TV) Rapid City, S. C., the grant of which was surrendered to the FCC. Mr. Bentson is still a stockholder in an application for Watertown, S. D., ch. 3 at Florence, S. D.

Other tv stations in the Twin Cities are NBC-affiliated ch. 5 KSTP-TV, CBS-affiliated ch. 4 WCCO-TV and DuMont-affiliated ch. 9 KEYD-TV. There are more than 570,000 tv sets accredited to the Twin Cities.

The Minneapolis-St. Paul stations actually are being bought by Consolidated Television & Radio Broadcasters Inc., licensee of WFBM-AM-TV Indianapolis and of WEOA Evansville, Ind., and parent company of WOOD-AM-TV Grand Rapids and of WFDF Flint, Mich. The firm is still fighting for tv grants in Evansville and Flint. In Flint the Bitner application was denied primarily because of the FCC's diversification policy. In Evansville, the examiner proposed to deny the Bitner application on the same grounds. Appeal from the Commission's Flint decision has been filed with the U. S. Court of Appeals in Washington.

WFBM-TV holds a primary ABC affiliation, but also carries CBS and NBC programs. WOOD-TV is a basic NBC affiliate, and also carries ABC and DuMont.

The Bitner-owned radio and tv properties were changed into a corporate structure late last year, which also saw a block of 160,000 shares sold to the public [B•T, Nov. 29, 1954]. Harry M. Bitner Sr., former publisher of the Hearst-owned *Pittsburgh Sun-Telegraph*, is chairman of Consolidated; Harry M. Bitner Jr. is president of the company.

Negotiations for the Minneapolis-St. Paul purchases were handled by Philip L. Kelser and Assoc., New York financial consultants.

In a letter to the FCC Thursday, filed by Washington attorney Marcus Cohn, it was revealed that Mr. Gran (theatre and real estate owner) had objected to the sale of WTVW to Hearst Corp., and had also offered to buy the station "on terms and conditions comparable to those of the Hearst Corp." the letter advised the Commission that an application for ch. 12 was being prepared by Mr. Gran, and that a petition requesting a hearing on the Hearst purchase of WTVW would also be filed.

Mr. Gran, in addition to being board chairman of Milwaukee Area Telecasting Corp., licensee of WTVW, is a 38% stockholder. WTVW began operating last year following a merger agreement among four applicants. These were WEMP and WFOX Milwaukee, Kolero Telecasting Co. and Milwaukee Area. Each holds options to buy varying amounts of stock in Milwaukee Area. After such options are exercised, Mr. Gran's holdings would be reduced to 12%.

In a detailed report of his activities to prevent the board's approval of the sale of WTVW to Hearst, Mr. Gran said he heard about negotiations to sell the ch. 12 facility to Hearst early in December last year. The station began operating Nov. 15, 1954. He said the desire to sell was occasioned, he understood, by the belief that WTVW was going to lose its ABC affiliation. He also said he was told that Hearst was going to merge with another applicant in their bid for ch. 6 in Milwaukee's suburb of Whitefish Bay. At a Dec. 17 meeting to discuss the Hearst offer to buy, Mr. Gran said he offered to take over the station and reimburse all stockholders. Again at a Jan. 4 meeting, he presented a second proposal to take over the station, Mr. Gran said.

It was indicated in Mr. Gran's statement that he voted in favor of selling WTVW to Hearst Corp., but under protest.

In its application to purchase the ch. 12 facility, Hearst also asked that its application

DRAWING UP papers for sale of WTCN-AM-TV and WMIN-TV Minneapolis-St. Paul to Harry M. Bitner and associates for $3.15 million are these principals (l to r): front, N. L. Bentson, president of WMIN-TV; Amos S. Deinard, attorney for WMIN-TV; Harry M. Bitner Jr., president of the buying firm, Consolidated Tv & Radio Bcstrs. Inc., licensee of WFBM-AM-TV Indianapolis and WEOA Evansville, Ind.; Walter Butler, assistant to president, WTCN-TV; Back row, William F. Kiley, Consolidated vice president; Philip L. Kelser, New York financial counsel who negotiated the sale; William Koplovitz, Washington attorney for Consolidated; Jack Smith, Consolidated attorney, and Milton H. Altman, attorney for WTCN-TV.

for Whitefish Bay's ch. 6 be withdrawn [B•T, Jan. 24]. It had been one of the three applicants for ch. 6 there. The others are WMIL and Independent Television Inc.

The Milwaukee revolt came three weeks after the FCC approved the CBS purchase of ch. 19 WOKY-TV Milwaukee for $335,000 and its additional purchase of studio and transmitter facilities of ch. 25 WCAN-TV Milwaukee for an adjusted figure of $500,000 [B•T, Jan. 17].

Parkersburg

First purchase of a uhf station by another uhf station took place last week when it was announced that the Zanesville (Ohio) Publishing Co. (WHIZ-AM-TV-*Zanesville Signal* and *Times-Recorder*) had bought ch. 15 WTAP (TV) Parkersburg, W. Va. WHIZ-TV operates on ch. 18.

Although the purchase price was not revealed, it was understood the Parkersburg station was being bought from Howard L. Chernoff and associates for approximately $200,000. WTAP, affiliated with ABC and DuMont and represented by Forjoe Inc., began operating in November 1953. It is credited with 30,000 tv sets in its market. Mr. Chernoff is a former West Virginia and San Diego, Calif., broadcaster. He has been acting as consultant to Sen. Harley M. Kilgore (D-W. Va.), chairman of 84th Congress' Senate Judiciary Committee, on a proposed Senate probe of monopoly in broadcasting. Mr. Chernoff and his associates also own WTBO-AM-TV Cumberland, Md.

WHIZ-TV began operating in May 1953 and is affiliated with all four tv networks. It is represented by John E. Pearson Co. It counts 45,000 tv sets in its coverage area.

Parkersburg is a little more than 50 miles from Zanesville.

Clay Littick, principal owner of the Zanesville radio-tv-newspaper properties, said that one of the principal reasons for the purchase was that the Parkersburg-Marietta (Ohio) area was one of the fastest growing sections in the Ohio Valley, with Remington-Rand, duPont, Libby-Owens-Ford, Corning, Union Carbide and American Cyanimide, among others, having built new plants there during the past five years. He also said the stations will be operated separately.

Milwaukee—New Britain

In two applications for FCC approval, purchase of the present 1250 kc, 5 kw facilities of WCAN Milwaukee by WEMP Milwaukee for $250,000, and sale of WEMP's present 1340 kc, 250 w facilities by a Texas group including James H. Foster and Barton R. Gordon B. McLendon for $200,000 were filed.

WEMP balance sheet for Dec. 1, 1954, showed total assets of $368,384 and current assets of $238,573. Total current liabilities were shown as $86,140 and earned surplus as $207,244. WEMP reported net income after all taxes of $33,435 in 1952, $34,594 in 1953 and $53,766 estimated for 11 months of 1954. WEMP is owned by A. N. Spheeris and associates, including 24.5% by the Minnesota Tribune Co. Minnesota Tribune Co. owns 50% of Mid-Continent Radio-Television Inc., which is 53% owner of WCCO-AM-TV Minneapolis. It is also a 14.6% owner of the Minnesota Star-Tribune Co. (Cowles), which is the 47% owner of WCCO stations. WEMP holds an option to buy 30% of ch. 12 WTVW Milwaukee.

WCAN balance sheet as of Oct. 31, 1954, showed total assets of $984,676, with current assets $198,572. Total current liabilities were shown as $163,451. The balance sheet also showed a radio loss for 10 months in 1954 of $20,152 and a tv profit for the same period of $174,047. WCAN-TV operates on ch. 25 and was affiliated with CBS-TV. Stations are owned by Lou Poller and associates. Mr. Poller also owns 51% of WARL-AM-FM Arlington, Va. (Washington, D. C., area).

Purchasers of the present WEMP facilities are James H. Foster, president of a vitamin and chemical company; the McLendons, who own KLIF-AM-TV Dallas, KELP-AM-TV El Paso and KTLG (TV) Corpus Christi and are former executives of the defunct Liberty Broadcasting System; C. W. (Bill) Weaver, and Dorothy Marring. None of the McLendon's tv stations are operating as yet. Mr. Weaver is scheduled to be the general manager of the Milwaukee station.

Sale of WEMP's present facilities to the Texas group is contingent on FCC approval of its purchase of WCAN.

WEMP's purchase by the Texas group has been challenged by WMIL Milwaukee. It announced three weeks ago that it planned to apply for the present WEMP facilities in competition to the Foster-McLendon application [B•T, Jan. 17]. WMIL is now operating on

WTVD
Durham-Raleigh
has
207,760
TV SETS
(source: Television Magazine)
More Sets Than
PORTLAND, Oregon
or RICHMOND, Virginia
WTVD
CHANNEL 11
NBC - ABC
Call HEADLEY-REED

"KRIZ Phoenix advertised these dresses as cut to almost nothing."

AT THE tape cutting ceremonies marking the formal opening of the new Television Center of WGLV (TV) Easton, Pa., are (l to r) John Reed Porterfield, general manager; Rev. George A. Creitz, local pastor who conducts a weekly program on WGLV; Tom Grant, programming and production director; J. L. Stackhouse, president of WGLV Inc. and the Easton Publishing Co.; Mayor Francis Moule of Phillipsburg, and Mayor Robert W. Morse of Easton.

1290 kc with 1 kw daytime.

In filing its application for the purchase of the CBS-affiliated ch. 30 WKNB-TV and sister WKNB New Britain for $606,994 from Julian Gross and associates [B•T, Jan. 10], NBC reported it would spend $668,640 in relocating the uhf station's antenna atop Mt. Higby to provide Hartford-New Britain-New Haven coverage with 1,000 kw power. Antenna will be 750 ft. above average terrain and 274 ft. above ground, the application revealed.

Purchase agreement showed that NBC proposed to pay Mr. Gross and Peter B. Kennedy $15,000 and William H. Ray $9,000 per year for three years to remain as executives of the stations.

Total assets of the New Britain stations, as of Oct. 31, 1954, were shown to be $885,185, with current assets $171,655. Current liabilities were listed as $180,435 and earned surplus as $49,778.

Purchase of WKNB stations, the application declared, was contingent on FCC approval of the antenna change.

The WKNB purchase is NBC's first move into commercial uhf ownership. The network owns its limit of five vhf tv stations.

E. K. HARTENBOWER, general manager of KCMO-TV Kansas City, Mo., throws a scoop of earth during ground-breaking ceremonies for the station's new tower. T. L. Evans (l), executive committee chairman, and C. E. Breazeal, assistant manager, look on.

WGLV (TV) Dedicates New Television Center

FORMAL dedication of the new Television Center of WGLV (TV) Easton, Pa., was held Jan. 23, with an estimated 10,000 to 15,000 local citizens turning out to view the new tv plant.

WGLV, which began regular programming Aug. 14, 1953, is affiliated with ABC and DuMont. Its new tv plant is a renovated school building and houses the offices, studios, film facilities, sales, promotion and traffic departments. Before moving into the Television Center, WGLV, operating on ch. 57, originated studio programs from its transmitter site at Gaffney Hill, Williams Township.

The new equipment, purchased to improve film transmission and studio originations, inincludes a vidicon film-slide camera and projector, synchronizing generator, two camera chains, a special effects generator and multi-channel switchers.

WDTV (TV) Pittsburgh Changes Call to KDKA-TV

WESTINGHOUSE Broadcasting Co.'s WDTV (TV) Pittsburgh officially becomes KDKA-TV at noon today (Monday). The changeover will be announced on the *News at Noon* show by Bill Burns, news director. Westinghouse executives who will appear on the show include Gwilyn Price, president of Westinghouse Electric Corp.; Chris J. Witting, president of WBC, and Harold Lund, general manager of KDKA-TV. Mayor David L. Lawrence will appear to officially proclaim KDKA-TV Week.

The Pittsburgh vhf was acquired from the DuMont Television Network last December.

A week of special activities will be touched off at 9 a.m. today when Mr. Witting meets with the KDKA-TV staff. At 10 a.m. a Westinghouse exhibit will be opened in the station's building. Later in the afternoon 5,000 balloons, marked with the KDKA-TV call, will be released. Some of the balloons will contain $2 bills, representing the station's ch. 2 assignment. A helicopter will tow a KDKA-TV banner.

In the early evening there will be a reception and a fireworks display will be set off at 8 p.m. At 10 p.m. Betty Furness will salute the station on CBS-TV's *Studio One*, which is sponsored by Westinghouse Electric.

BEST DOGGONE SPY STORIES SINCE MATA HARI

And **CESAR ROMERO** stars in them as Steve McQuinn, globe-trotting diplomatic courier. The people you want to reach will follow Romero . . .

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on the trail of a missing scientist in Tangier . . .

through a near uprising in Casablanca . . .

on a rescue mission in Ankara . . .

as he risks his life for a lady in Madrid . . .

even to the inner chambers of the fabulous Scotland Yard.

What a show! What a star! What a sure-fire selling vehicle! Better reserve your market . . . now!

CESAR ROMERO, starring in . . .

PASSPORT TO DANGER

produced by Hal Roach, Jr.

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CBS NAMES FIVE TO WOKY-TV POSTS

Network's new Milwaukee uhf is slated to change its call to WXIX (TV) Feb. 20.

TELEVISION-trained personnel from CBS in New York and Los Angeles have been appointed to head departments at WOKY-TV Milwaukee, according to Edmund C. Bunker, newly-named general manager of the outlet recently purchased by CBS. Change of the station's call letters to WXIX (TV) is slated to become effective Feb. 20.

Involved in the transfer are the following: Leon Drew, program manager; Theodore F. Shaker, general sales manager; John Lathrop Viemeister, business manager; Arthur F. Schoenfuss, director of operations, and By Colvig, publicity-promotion director.

Mr. Drew moves to the Milwaukee station from KNXT (TV) Los Angeles where he was production manager. He formerly was producer-director with John B. Rogers Producing Co. and Geller Theatre, Hollywood. Mr. Colvig, also of the KNXT staff, was assistant sales promotion director there. He spent four years with the Western Div. of ABC as a promotion department copywriter until he joined KNXT in 1952.

Both Mr. Viemeister and Mr. Schoenfuss move to Milwaukee from CBS-TV New York, where they served as assistant to the budget director and engineer in charge of studios, respectively.

Mr. Shaker joined CBS Television Spot Sales, Chicago, in 1951, moving to the New York staff as an account executive in 1952. Before his network association, he was a salesman with the Katz Agency, Chicago.

MR. DREW MR. SHAKER MR. VIEMEISTER MR. SCHOENFUSS MR. COLVIG

Three New Tv's Plan Mid-February Starts

THREE new tv stations, all opening up new local markets, have reported they will begin regular programming my mid-February.

KRCG (TV) Jefferson City, Mo., will begin commercial programming Feb. 13 as a primary interconnected CBS-TV affiliate. The ch. 13 station will be represented by Hoag-Blair Co. and operate with 105 kw. The call letters are in memory of the late Robert C. Goshorn, owner of KWOS there and the News Tribune publications, who first applied for the vhf channel just before the freeze. His daughter, Mrs. Frank G. Handy, is president and general manager of KRCG.

WFLA-TV Tampa, Fla., which went on regular test patterns last week, expects to begin regular programming sometime in February. The ch. 8 station will be affiliated with NBC. It claims 135,925 tv sets in a 26-county coverage area. WFLA-TV will be represented by Blair Tv Inc.

KTVF (TV) Fairbanks, Alaska, the first tv there and the third for Alaska, has set Feb. 15 as its starting date. The ch. 11 station is owned by Northern Television Inc., which owns KTVA (TV) Anchorage. Walt Welch, on the staff of KTVA since it began operation in December 1953, will be manager of KTVF. A. G. Hiebert is president and general manager of Northern Tv.

Storer's Ch. 8 WXEL (TV) Increases Power to 316 Kw

WXEL (TV) Cleveland was scheduled to increase its power yesterday (Sunday) to 316 kw, the maximum allowed for the ch. 8 station. The power boost will be provided by a new RCA 50 kw transmitter and 12-bay superturnstile antenna atop the 778-ft. tower.

The station formerly was operating with 46 kw. This is the third increase since it went on the air in December 1949. The new equipment installation was supervised by RCA engineers and the WXEL engineering staff under the direction of Harold Brinkman, chief engineer. Mr. Brinkman said WXEL's coverage area will now include the area within a 90-mile radius from the transmitter site at Parma, Ohio.

WXEL was acquired by Storer Broadcasting Co. Nov. 17, 1954, and will become a primary CBS-TV affiliate March 1. Installation of the new transmitter cost more than $300,000, according to Franklin Snyder, managing director.

CBS Spot Sales Compares Radio, Newspaper Ad Costs

LATEST presentation prepared and distributed by the sales promotion department of CBS Radio Spot Sales, released last week, is "Radio Vs. Newspapers in 14 Major Markets." It was prepared for the station representative organization under the direction of Sherril Taylor, sales promotion manager.

The content asserts that radio is the only advertising medium capable of reaching close to 100% of any market. To approach the saturation coverage of radio a newspaper advertiser "would have to buy an entire complement of newspapers published in the area," the presentation claims.

To illustrate, the presentation points out that in New York 35 newspapers would have to be purchased by an advertiser in order to cover

COL. J. H. LONG (c), president of WSAZ Inc., participates in switch-throwing ceremonies putting into operation the new 1,253-ft. tower of WSAZ-TV Huntington, W. Va., which was installed at a cost of nearly $600,000. Also taking part in the ceremony are Lawrence H. Rogers (standing), vice president-general manager of WSAZ Inc.; Herman Jividen (rear), WSAZ-TV engineer, and Mickey Roth, who directed the special show. Mr. Rogers said the new installation will bring "new, improved television service to nearly 250,000 homes . . ." and expected increases in signal over a 100-mile radius.

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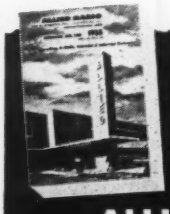
RCA-5820. General Purpose Image Orthicon—in stock at ALLIED. **RCA-5820, $1200**

RCA-10SP4. Monitor Kinescope—in stock. **RCA-10SP4, $64.50**

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and effort.



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the basic service area of WCBS New York. In Chicago and Los Angeles, 12 and 19 papers, respectively, are required daily to equal the basic coverage of WBBM Chicago and KNX Los Angeles.

The presentation reveals that in 14 major markets there has been an increase of 32.9% in radio homes since 1946. Despite a circulation dip in newspapers in the same period, line rates have increased 43% in the 14 CBS Radio Spot Sales markets. By comparison, radio rates have risen 16.4% in the daytime and decreased 6.6% at night.

CBS Radio Spot Sales represents WCAU Philadelphia, WTOP Washington, WEEI Boston, KCBS San Francisco, WCCO Minneapolis-St. Paul, KMOX St. Louis, WBT Charlotte, WRVA Richmond, KSL Salt Lake City, KOIN Portland, Ore., and WMBR Jacksonville, Fla., in addition to WCBS, WBBM and KNX.

WABC-TV Debuts 2½-Hour Daily Variety Show Feb. 28

NEW two-and-a-half-hour variety show entitled *Entertainment* will debut on WABC-TV New York, Feb. 28. In announcing the start of the series, scheduled Monday through Friday, 12:30-3 p. m. EST, Ted Oberfelder, vice president and general manager, said the show is believed to be the biggest local undertaking to date in tv programming.

"*Entertainment* will offer advertisers an opportunity unparalleled in all television," Mr. Oberfelder said. This series is offered for sponsorship on a participating basis allowing for 25 one-minute participations during each of its daily telecasts. It will originate from ABC's Little Theatre, New York, before a live audience of about 300 persons.

Tom Poston will emcee the new show. Featured with Mr. Poston will be Bob Carroll, M-G-M recording star. Marion Colby, musical comedy star, and Ray McKinley and a 12-piece orchestra are also included in the permanent cast. Supporting the feature players will be a daily line-up of different acts.

Raymer's Packard Resigns To Become KICA President

GARFIELD C. PACKARD, vice president and general manager of the Chicago office of Paul H. Raymer Co., radio-tv station representative firm, has announced his resignation, effective today (Monday), to become president and general manager of KICA Clovis, N. M.

Mr. Packard, along with other principals, purchased the 1 kw station from DeWitt Landis for a reported $125,000 late last year [AT DEADLINE, Dec. 27, 1954]. He had been with the Raymer firm since 1943 and previously was radio department manager of Campbell-Ewald, Detroit, for eight years.

WNEM-TV Promotes Travis

HARRY E. TRAVIS has been promoted to general manager of WNEM-TV Bay City, Mich., succeeding John H. Bone who has resigned but has not revealed his plans, the station has reported. Mr. Travis has been assistant general manager of the station and prior to that was general manager of WBKZ-TV Battle Creek, Mich.

MR. TRAVIS

WTAC's Sleepyhead Johnson greets New York agencymen Howard Spokes (l) of Cunningham & Walsh and Steve Surren of Sullivan, Stauffer, Colwell & Bayles.

Happy Wanderers

PART OF WTAC Flint, Mich., has been seen wandering about the country—first on New York's Park Ave. and later at busy downtown locations in Chicago. The mobile unit has been holding open house for agency people and national advertisers.

WTAC's $12,000 (exclusive of broadcast equipment) rig consists of a trailer and station wagon custom-built by the Pontiac Coach Co. complete with two-way radio and kitchen. Aboard are J. R. McKinley, station general manager, and Ted (Sleepyhead) Johnson, WTAC's early-bird disc jockey. George W. Bolling and other officials of the Bolling Co. were on hand in New York and Chicago to greet the wanderers.

Mr. McKinley said WTAC, which has scheduled the unit on weekly visits throughout the station's coverage area, expects to clear its investment in a year. The vehicle, among other uses, will be parked in front of the establishments of local advertisers of the Johnson show. Mr. Johnson's regular morning broadcasts are originated from the vehicle.

WGN-TV Adds Tv Equipment, Leases Extra Storage Space

ADDITION of another television remote mobile unit and extra storage space for engineering and production equipment has been announced by WGN-AM-TV Chicago, the *Tribune* outlet.

The mobile unit includes a three-camera chain hookup and air-conditioning at a reported cost of $75,000, and is now being put into operation, according to Carl J. Meyers, engineering director of WGN Inc.

The extra storage space was leased at 120 E. Illinois St. for a three-year period.

WGN-TV also reported work has begun on a 311-ft. tubular steel tower on the 39th floor of the new Prudential Insurance Bldg. It will support a new 12-bay antenna 914 feet above ground level.

After installation of the antenna and a 50 kw RCA transmitter, WGN-TV will increase from 120 kw to 316 kw. Transmitter will be installed at a cost of $300,000 on the 40th floor where the station has an exclusive 10-year lease, and is expected to be in operation by Oct. 1.

HOW TO GO BIG-TIME IN TV WITHOUT OWNING FORT KNOX

Buy PASSPORT TO DANGER . . . hottest property available to local and regional advertisers! This is a brand-new, bang-up show, the kind only the big networks can usually afford to put on . . . and it's yours at a remarkably low cost, well within the reach of almost all local sponsors. Nothing else you can buy gives you a star like this . . . slick production . . . elaborate foreign settings. And what a promotion you can build around the magic of Romero's name! No wonder Blatz Beer, Welch Grape Juice, and other "savvy" advertisers have already snapped it up. Better check your market . . . contact one of the offices below.

CESAR ROMERO, starring in . . .

PASSPORT TO DANGER

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.

CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

KMBC-TV Kansas City's sales clinic on Jan. 21-22 for its representative, Free & Peters Inc., was opened when Mayor William Kemp (3d from l) welcomed the F&P delegation. L to r: Don Davis, KMBC-TV vice president; Lloyd Griffin, F&P New York; Mayor Kemp; H. Preston Peters, F&P president; John T. Schilling, KMBC-TV vice president and general manager, and George Higgins, KMBC-TV vice president and sales manager for the ch. 9 outlet.

F&P Delegation Briefed At KMBC-TV Sales Clinic

AN INTENSIVE sales clinic lasting a day and a half was held by KMBC-TV Kansas City for the tv sales staff of its national sales representative, Free & Peters Inc., on Jan. 21 and 22. The clinic was devoted to briefings on the Kansas City market, KMBC-TV's programming and sales promotion and an analysis of national sales problems.

The first session was highlighted by a closed-circuit telecast of KMBC-TV local programming. A capsule synopsis of every local show was presented to the F&P delegation, which included 11 salesmen from offices in New York, Chicago, Fort Worth, Detroit and Los Angeles. About 40 members of the KMBC-TV production staff were involved in the four-hour-long telecast.

Other clinic sessions included: a market analysis of greater Kansas City by George Catts, executive director, and Ellsworth Green, executive secretary, both of the city's Chamber of Commerce; a special preview of the KMBC-TV sales presentation by F&P, which will be made to national agencies during February, and a four-hour tour of the new KMBC-TV tower-transmitter facilities on the morning of Jan. 22.

Attending from Free & Peters were: H. Preston Peters, president; Lloyd Griffin, Robert Bailey, Otis Williams, Robert MacNamara and Jack Brook, New York; William Tynan, Richard Rothlin and John B. Sias, Chicago; Hal Thompson, Ft. Worth; John A. Serrao, Los Angeles, and Lon King, Detroit.

KMBC-TV hosts for the clinic were Don Davis, first vice president; John Schilling, vice president and general manager; George Higgins, vice president and sales manager; Mori Greiner, director of tv; Ed Dennis, local tv sales manager, and Win Johnston, tv sales service representative.

Utica Stations Protest Council Coverage Curb

VIGOROUS PROTEST has been lodged with the Utica (N. Y.) City Council by three stations in that city following introduction of an ordinance in the Law & City Department's Committee to bar tape recordings in the council chamber. The proposal would permit only live broadcasts.

Leading the fight against the measure is WIBX, which since 1950 has been tape-recording the twice-monthly sessions for airing in a 30-minute edited program. Elliott Stewart of WIBX, secretary of the newly-formed New York State Radio & Tv Broadcasters Assn., asked council recognition of its obligation to inform Utica citizens about council activities. His stand was supported by WRUN and WKTV (TV), which do not cover the council meetings.

Michael Fusco of WKTV said that the sense of an ordinance requiring that only the full text of proceedings be aired, in effect, would deprive a station of the right to regularly-program in the public interest and in "the best tradition of news reporting." WRUN's Richard A. Clark reminded the council that it was an elected body and the "servant of the people" and had no right to bar the public from its deliberations.

REPRESENTATIVE APPOINTMENT

WTTG (TV) Washington appoints H-R Television Inc., N. Y., effective today (Mon.).

REPRESENTATIVE PEOPLE

Joseph P. Dowling, research and promotion dept., Headley-Reed Co., N. Y., promoted to director of department, succeeding **Ralph Broiman,** resigned.

Larry Krasner, vice president and West Coast manager, Forjoe & Co., L. A., father of girl, Sharon, Jan. 17.

STATION PEOPLE

Robert J. Bodden, formerly manager, WGEZ Beloit, Wis., appointed general manager, WSWW Platteville, Wis.

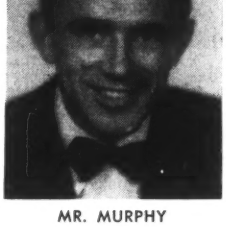
MR. BODDEN

Emerson Russell appointed general manager, KFUO Clayton, Mo.; **Dr. Herman H. Hohenstein,** director of KFUO, appointed supervisor, newly-formed radio-tv extension dept., Lutheran Church - Missouri Synod, owner of station.

Shelby Storck, director of operations, KETC (TV) St. Louis, educational outlet, appointed general manager.

John H. Reese, program director, WROL-WATE (TV) Knoxville, Tenn., appointed station manager.

Shaun F. Murphy, formerly sales manager, WFIE-TV Evansville, Ind., appointed station manager, WTVP (TV) Decatur, Ill.



MR. MURPHY

Walter C. Johnson, secretary, Travelers Broadcasting Service Corp. (WTIC-AM-FM Hartford, Conn.), and assistant general manager and sales manager of stations, elected to board of directors of Travelers Broadcasting Service Corp.

John L. Sinclair Jr., sales manager, WCHS Charleston, W. Va., appointed general sales manager, WCHS-AM-TV; **Joe Farris,** formerly program director, WGKV Charleston, appointed WCHS program director, succeeding **Mort Cohn,** who becomes WCHS-TV program director; **Robert M. Sinclair,** appointed WCHS

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One of the Nation's Great Independent Stations

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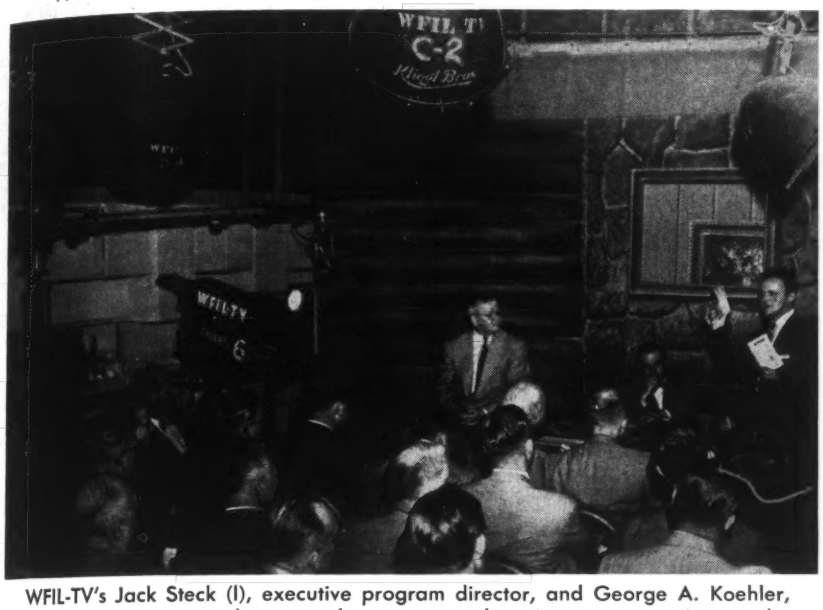
PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

WFIL-TV Pioneer Educational Series in Fifth Year



WFIL-TV's Jack Steck (l), executive program director, and George A. Koehler, executive assistant to the general manager and station representative on the standing committee of the *WFIL-TV University of the Air*, conduct a two-night seminar on tv techniques for educators whose lectures are scheduled.

THE *WFIL-TV University of the Air*, described by the Philadelphia station as tv's first fulltime series of adult-education programs, is beginning its fifth year on the air.

Roger W. Clipp, WFIL-AM-TV general manager, and the 24 colleges, universities and educational groups which participate in the pioneer project are looking forward to even greater accomplishments in the series which is presented Mon.-Fri. from 11:15 a.m. to noon. Mr. Clipp is credited with conceiving, guiding and lending that spark of enthusiasm to the project needed to make it a success.

Ten different educational organizations each presents a 15-week series of college-level courses. Two schools split the 45-minute period on the same day of each week just as though the viewer were attending a regularly-scheduled class. The audience is even able to purchase, for a nominal fee, a course outline booklet for each semester which enables the viewer to study with the course and suggests "outside" reading for the curriculum.

Five educators constitute a committee, chairmanned by a WFIL-TV executive, which guides the series and has decided upon presentations dealing with nuclear physics, philosophy, economics, chemistry, psychology, current events, religion, literature and health. It is this committee which plans the course of study and picks the topics for the programs.

retail sales manager; **Claude E. Wheeler** appointed WCHS-TV retail sales manager; **Bob A. Boaz,** formerly assistant news director, WHAS-AM-TV Louisville, Ky., appointed WCHS-TV news director; **Larry Naylon,** KNUZ-TV Houston, to WCHS-TV as announcer; **Daniel Kirk** and **Lynn Christian,** both formerly with KNUZ-TV, to WCHS-TV as directors; **Greta Dunlap,** traffic and continuity depts., WCHS, appointed WCHS-TV traffic manager; **Carol Kelly** named WCHS traffic manager.

Gordon R. Phillips, program director, KTMS Santa Barbara, Calif., appointed station manager, KCOY Santa Maria, Calif., succeeding **Jack Newman,** resigned.

MR. PHILLIPS

William J. Mullen appointed national and regional sales manager, WPOR Portland, Me.

Bill Hartman, formerly with WITH Baltimore, to WWIN there as sales manager.

Dave Smith, program director, KVET Austin, Tex., promoted to newly-created position, assistant manager in charge of programming; **Welborn Dunlop** promoted to assistant manager in charge of sales, heading sales dept., succeeding **Charles Howell.**

Charles F. Halle, chief engineer, WMUR-TV Manchester, N. H., appointed chief engineer, WMUR-AM-TV.

MR. HALLE

Abe Greenberg, feature editor, former *Los Angeles Daily News*, and previously Hollywood freelance publicist, to KTLA (TV) Hollywood as director of public relations, succeeding **Howard Wormser,** resigned.

Robert C. Foster appointed New England representative, WSTC Stamford, Conn.

Joseph L. Hanrahan, supervisor of communications, KNBC San Francisco, appointed super-

HOW TO TURN A "HOT" PROPERTY INTO COLD CASH:

BUY CESAR ROMERO...
always a big name—now even bigger! (Current top-budget motion pictures, plus high-rated tv appearances prove it)

IN PASSPORT TO DANGER...
a high-tension series of world-wide adventure...

TO SELL YOUR PRODUCT
to his vast ready-made audience! Other top advertisers are selling their products with this show. Why don't you?

CESAR ROMERO, starring in...

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BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

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visor of sales traffic, succeeding **Janice Carrel,** resigned.

Robert Nashick, formerly director of radio-tv exploitation and publicity for Loew's-M-G-M, New York, to WGBS-TV Ft. Lauderdale, Fla., as promotion-advertising manager.

D. Scott Hager, formerly public relations director, Gerity-Michigan Corp. (dishwashers, bathroom accessories), Adrian, Mich., elected treasurer, Northeastern Michigan Corp., operator of WNEM-TV Bay City, Mich.

MR. HAGER

Robert Marchman appointed assistant chief engineer, WFLA-TV Tampa, Fla.; **Henry Allen** to sales staff, WFLA; **Art Fairman** appointed art director, WFLA-AM-TV; **Peter Holst,** film editor, WIRK-TV West Palm Beach, Fla., to WFLA-TV in same capacity; **Emmett Mattes,** photographer, *Tampa Times,* to WFLA-AM-TV; **Mary Meltz,** formerly with WMBR-TV Jacksonville, Fla., to promotion dept., WFLA-TV.

Luther Alva Pierce Jr., formerly with engineering dept., CBS New York, appointed manager, technical operations, WBBM-TV Chicago, succeeding **Joseph Novy,** resigned to purchase WJOL Joliet, Ill.

Isabell Hoyt, formerly merchandising manager, KPOJ Portland, Ore., to KVAN Vancouver, Wash., in same capacity; **Marietta Scott** appointed women's editor.

MRS. HOYT

MRS. SCOTT

Alvin Suter, newsman, KXLW St. Louis, appointed public service director.

Dale Cunningham to KGHF Pueblo, Colo., as farm director, succeeding his father, Irwin Cunningham, deceased.

Gust Tsimpoukis to KBET-TV Sacramento, Calif., as art director.

Art Brock, news and sports editor, WUSN-TV Charleston, S. C., to KTVK (TV) Phoenix, Ariz. (to start operation March 1), as sports director and program m.c.

Alvin Sussman, film procurement director, WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, Ohio, and WLWA (TV) Atlanta, Ga. (Crosley stations), resigns effective tomorrow (Tues.).

Charles Richardson, KPTV (TV) Portland, Ore., appointed to sales staff effective tomorrow (Tues.); **Norman Wallace,** director, KPTV, appointed traffic manager.

Roy Gilligan, announcer, WKRC-AM-TV Cincinnati, appointed to sales staff, WKRC.

Jack Pryor to sales staff, WDVA Danville, Va.

H. L. Sturtz, formerly with local advertising dept., *Omaha World-Herald,* to local sales staff, WOW-TV Omaha.

Dale Bell, formerly partner, Parma Adv. agency, Portland, Ore., to sales staff, KIRO Seattle.

Marvin Modell, formerly account executive, WKBS Mineola, N. Y., to sales staff, WLIB New York.

Robert I. Mart, formerly account executive, WBNS-TV Columbus, Ohio, to sales staff, WHAS-TV Louisville, Ky.

Stan Richards, disc m.c., WORL Boston, to WCOP there, continuing show on WBZ-TV, same city.

Bob Drews, disc m.c., WAAF Chicago, signed to conduct *Detour With Drews,* WTVO (TV) Rockford, Ill.

Norman Ross Jr. signed to do *This Is the Day,* WBKB (TV) Chicago.

Ed Davis, KFAB Omaha, to KAKE-TV Wichita, in program personality and production capacity.

Vicki Grosse signed to do *Vicki's Vignettes,* KQV Pittsburgh.

Lan Singer, personality, WCAN-TV Milwaukee, to KSTP-TV Minneapolis-St. Paul.

Bob Millisor, announcer, WSAZ-TV Huntington, W. Va., to announcing staff, WBAP-TV Fort Worth, Tex.; **Herman Clark,** formerly with KXOL Fort Worth, to commercial staff, WBAP-TV; **Juanita Baird** to tv production dept. as secretary.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

NETWORKS SCHEDULE WHITE HOUSE NEWS

NETWORKS last week were busy setting up weekly programs to accommodate an expected regular flow of filmed and recorded portions of the President's news conferences, ordinarily held each week.

The precedent for tv film coverage (extent and quantity governed by the White House) was established only a fortnight ago [B•T, Jan. 24].

Scheduling leeway was provided the networks because President Eisenhower last week did not hold his regular conference which usually falls on Wednesday.

ABC Radio-Tv and CBS Radio by Wednesday had set up a regular weekly period to handle the conference. CBS-TV is expected to follow soon. MBS reported it also was setting up a Wednesday night weekly program, its time and length to be announced. NBC Radio-Tv still were undecided as was DuMont. The latter reportedly was concerned about the amount of film that would be expended although expressing interest in a public-interest news feature.

ABC has set 10-10:30 p.m. Wednesday for its tv report and 9:30-9:55 p.m. for the radio report. ABC's Vice President Thomas Velotta (administrative officer in the news department), said ABC newsmen would report on portions of the conference not released on tape or film.

CBS Radio has set its program for 10-10:15 p.m. Wednesday. CBS Radio's news bureau in Washington will discuss the conference when recordings are not available. CBS' director of news, John F. Day, said the program on tv would be 15 minutes on Wednesday also, but that time clearance was slowing an announcement of plans. Mr. Day said CBS-TV newsmen, as in radio, would cover the entire conference in their discussion, with filmed portions used for highlights.

White House policy is to film and tape record all the conferences, deciding after each as to just how much will be released. James C. Hagerty, White House press secretary, said the nearly 30-minute conference of two weeks ago was released in its entirety only because it was a precedent-maker.

NBC and ABC Face Possible NABET Strike

BREAKDOWN of negotiations between the National Assn. of Broadcast Employes & Technicians and NBC and ABC looms, as network personnel involved, last week authorized their representatives to call a strike after the expiration of the present NABET contracts, Jan. 31. Close to 500 employes are involved and the vote was carried by 95% of those casting ballots.

New contract talks involve a number of items, it is reported. It can be assumed that the formation of their own filming units by the networks is one of the major considerations. NBC last fall [B•T, Aug. 23, 1954] attempted to negotiate a new contract with NABET in order to speed up such activity. At that time, NABET, whose present contracts with both NBC and ABC contain film jurisdiction, said it did not intend to relinquish that jurisdiction.

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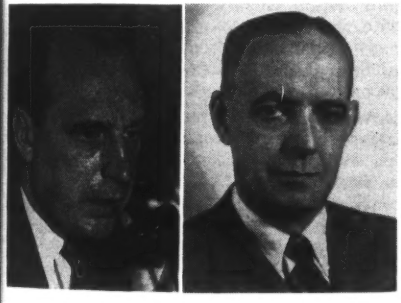
EXAMINING the agreement which makes KANG-TV Waco, Tex., a primary affiliate of CBS-TV are (l to r) Edward L. Shurick, national director, CBS-TV station relations; Ed Scovill, midwest manager, CBS-TV station relations, and J. C. Kellam, vice president of the Texas Broadcasting Corp., which owns the station.

RICE, HAUSER IN NEW POSTS

HERBERT RICE, vice president in charge of programs for MBS, has joined General Teleradio Inc., New York, which controls Mutual. His assignment includes development of new program ideas and talent for various General Teleradio tv properties.

Mr. Rice will also retain his vice presidency at MBS continuing program assignments for the



MR. RICE MR. HAUSER

network. He joined MBS in 1945 as creative producer and in 1947 was appointed national production manager. He was named executive producer two years later.

Succeeding Mr. Rice as vice president in charge of programs is B. J. Hauser. He has been vice president in charge of cooperative programs for MBS since 1953. Mr. Hauser moved to Mutual from the Blue Network in January 1945 as director of cooperative programs.

Before joining Mutual, Mr. Hauser was advertising and promotion manager of the Blue Network and associated for many years in various promotional capacities at NBC.

WNTM Affiliates With MBS

AFFILIATION with Mutual Broadcasting System, effective Jan. 27, has been announced by WNTM Vero Beach, Fla., through Naomi T. Murrell, president-owner of the station.

Rex Barney, former pitcher for the Brooklyn Dodgers, is manager of the station.

WNTM began broadcasting last October and has 1 kw power on 1370 kc.

NETWORK PEOPLE

James J. Rue, assistant head, telecommunications dept., U. of Southern Calif., and co-manager, former KTHE (TV) Los Angeles, to Columbia Television Pacific Network and KNXT (TV) Hollywood as assistant director of sales promotion.

Lynn Cleary, business manager, sales dept., DuMont Television Network, resigns.

Robert W. Sarnoff, executive vice president, NBC, named chairman, entertainment committee for Salvation Army's 1955 appeal.

Dr. Frank Baxter, host-lecturer, CBS-TV *Now and Then,* to be featured speaker at eighth annual Western Radio & Television Conference in Los Angeles, Feb. 3-5.

TSN Names Stanley Wilson Assistant General Manager

STANLEY WILSON has been promoted to the newly created position of assistant general manager of the Texas State Network, which is headquartered in Fort Worth. For the past 16 months Mr. Wilson has been vice president and general manager of KFDA-AM-TV Amarillo, owned by TSN. He joined the network in 1940 and has served as commercial manager of WACO Waco and manager of KRIO McAllen before moving to Amarillo.

MR. WILSON

TSN operates a regional network serving 19 stations. In addition to KFDA-AM-TV, WACO and KRIO, it owns KFJZ-AM-TV Fort Worth. Mr. Wilson will assist in the supervision of the network operations as well as the o&o stations.

Impresario Hurok Named By NBC as Tv Consultant

APPOINTMENT of S. Hurok, internationally known impresario, as a television consultant to NBC was announced last week by Sylvester L. Weaver Jr., NBC president.

MR. HUROK

Mr. Weaver reported that Mr. Hurok left New York last Monday for a four-week visit to the capital cities of Europe in search of "talent of international renown" for presentation on *Producers' Showcase,* the NBC-TV Monday night color "spectaculars." Mr. Weaver said that through the impresario's efforts "the scope of television entertainment will be broadened and enriched."

Among the ballet, opera and theatrical companies that Mr. Hurok has brought to the U. S., Mr. Weaver said, are the Sadlers Wells Ballet, the Old Vic and the Kabuki Dancers of Tokyo.

memo from Ed Hochhauser Jr.

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More telecasters use APS than any other transcription library—once you've heard this APS TV production music, you'll know why.

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PROGRAM SERVICES

Roper Becomes Partnership

CONSULTING FIRM of Elmo Roper, New York, has been converted into a partnership, Elmo Roper & Assoc. Joining Mr. Roper on a partnership basis are his son, Burns W. Roper, Carolyn Crusius and Louis Harris, all of whom have previously been connected with the organization.

PROFESSIONAL SERVICE SHORT

Dine & Kalmus, public relations firm, has moved to 430 Park Ave., New York. Telephone: Plaza 3-1370.

PROFESSIONAL SERVICE PEOPLE

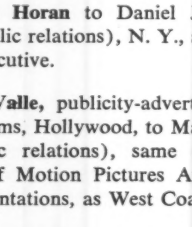
Timothy J. Horan to Daniel J. Edelman & Assoc. (public relations), N. Y., as director and account executive.

John Del Valle, publicity-advertising director, Century Films, Hollywood, to Mayer & O'Brien Inc. (public relations), same city, handling Academy of Motion Pictures Arts & Sciences award presentations, as West Coast manager.

Nick Bourne, publicist, The Ettinger Co., Hollywood, to Horace Heidt organization, Chicago, to publicize NBC-TV *Swift Band Wagon* program.

Donald E. Tomkins, radio-tv director, Grant Adv., N. Y., resigns tomorrow (Tues.) to reopen tv and radio consultant service for advertising agencies and other clients.

NO CRYSTAL BALL



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possible embarrassing loss while
protection is readily available—but
DO RISK 5 minutes and 3c
to write for details and a
rate built for you.

WRITE FOR DETAILS AND RATES

Employers Reinsurance Corporation
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

INTERNATIONAL

BEER SPONSORS ASK MORE COMMERCIALS

Present rule allows sponsor identification at 15 minute intervals; a change to 10 minute intervals is being sought.

QUEBEC RADIO BROADCASTERS are requesting the board of governors of the Canadian Broadcasting Corp. to recommend a change in the Canada Broadcasting Act to permit identification of sponsors at ten minute intervals instead of every 15 minutes as presently permitted on programs sponsored by beer, wine or liquor advertisers. The CBC board meets at Ottawa on Feb. 18, and in addition to this change in CBC regulation, will be asked to recommend one new broadcast station license, and one new tv station license.

New tv license is being requested by CKRS Jonquiere, Que., for 20 kw video and 10 kw audio on ch. 12 with antenna at 311.5 feet above average terrain. CJON-TV St. John's, Newfoundland, is asking for an increase of power from 1.06 kw video and .634 kw audio on ch. 2 to 21 kw video and 11 kw audio on ch. 4, with antenna at 594 feet above average terrain.

John William Pollie for Rideau Broadcasting Ltd., is asking for an am license for a 1 kw station on 1070 kc. CKDM Dauphin, Man., is requesting an increase in power from 250 watts on 1230 kc to 1 kw on 1050 kc. CFOR Orillia, Ont., previously recommended for increase in power from 1 kw to 5 kw on 1570 kc did not implement its power increase within the time limit, and is requesting extension of its previous approval.

A number of stations are asking for share transfers, and some for transfer of control of licensees. CHUM Toronto is requesting transfer of control to Allan F. Waters, who bought out former majority owner Jack Part; CHRD Drummondville, Que., is asking for transfer of control to a new group of owners; CKTR Three Rivers, Que., is asking for change in ownership from CKTR Ltd., to Champion Savings Corp. and Lloyd Rogers Champion, and CFRA Ottawa is asking for change in license name from Frank Ryan to CFRA Ltd.

Canadian One-Station Policy May Be Relaxed, Report Says

CANADIAN GOVERNMENT policy limiting television stations to one in a city may soon be relaxed, it is learned on good authority. There are now 24 tv stations in the principal Canadian cities, supplying about 75% of the 15 million people of Canada with tv programming.

Second stations competing with the government's Canadian Broadcasting Corp. may soon be authorized in such major markets as Toronto, Ont., Montreal, Que., Winnipeg, Man., and Vancouver, B. C. CBC programs in centers like Toronto, where viewers can tune in other Canadian and U. S. border stations, are not yet drawing the majority of viewers. U. S. stations still account for more than two-thirds of the Toronto viewing audience.

A second Toronto station, independently-owned, is expected to turn more viewers to their local stations, once there is a choice of local programs. Both CFRB and CKEY Toronto have had applications at Ottawa for tv outlets for some years and will renew their applications when government policy changes.

Calling Costa Rica

FROM Saskatoon, Sask., to San Jose, Costa Rica, is about 2,800 miles farther than from Managua, Nicaragua, to that Costa Rican city, but news seems to travel faster over the longer route. CKOM Saskatoon night news editor Harvey Tate, the station says, was the first person to inform Costa Rican President Jose Figueres that in Managua, Nicaragua, 200 miles away, President (Gen.) Anastasio Somoza had challenged him to a duel to settle their long-time feud. After seeing the story on the Canadian Broadcast News wire, Mr. Tate put in a call to President Figueres to learn if he would accept the challenge. When the Miami operator told him that there would be a six-hour delay in putting the call through, Mr. Tate declared: "It's an international emergency!" In answer to Mr. Tate's question, Senor Figueres said he had not before heard of the challenge, but that he would not accept. Because of its international "scoop," CKOM and its enterprising news editor have received praise from all quarters, according to the station.

Higham Ltd. Appoints Barr, Prepares for Commercial Tv

CHARLES F. HIGHAM Ltd., one of Britain's leading advertising agencies, has appointed Robert Barr, writer and producer of television documentaries with BBC for 14 years, as permanent head of its television unit.

At the same time the company gave some information on how it has been getting along with its commercial tv plans, and the company's report reflects most of the problems all of the agencies in Britain actively planning or preparing to enter commercial tv have to face.

As early as 1953 the company established its television subsidiary after its managing director studied commercial television on the spot, in the U. S.

Higham, like many other British agencies, does not subscribe to the idea of a "television war" between the British Broadcasting Corp. and the Independent Television Authority. Company says, and it reflects what most of the London agencies think, that "there will always be a place for both the BBC and commercial television," and that "the BBC should not be denuded of talent which has served it well in the early, formative years."

Company claims that "many of the American commercials if placed before the British viewers would create more resistance than sales." But the latter is a mere assumption based on much talk about the "bad effects of television commercials" which has been haunting columns of London newspapers for years.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
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CBS STOCK SPLIT APPROVED BY BOARD

Stockholders are to decide whether the stock should be split on a three-for-one basis and increased from three million to 12 million shares.

THREE-FOR-ONE split-up of CBS Inc. stock was approved last week by the board of directors, subject to approval by the stockholders at their annual meeting April 20. CBS Class A stock closed at 90⅜ and Class B closed at 90¼ on Friday's stock market.

The board's stock split-up proposal was announced Thursday by William S. Paley, chairman. At the same time the board declared a cash dividend of 50 cents a share, payable March 11 to stockholders of record at the close of business Feb. 25.

Mr. Paley said preliminary figures, pointing toward a record fiscal year (ended Jan. 1), indicate CBS Inc.'s net earnings amounted to approximately $4.85 per share, or $1.05 per share more than earned during the similar period ending Jan. 2, 1954. Additionally, it was shown, CBS realized about $5.3 million of non-recurring capital gains after provision for taxes. Audited figures will be released in March, as usual.

The stock-split proposal will be to change each of the issued and outstanding shares of Class A stock, $2.50 par value, into three shares of Class A stock, also $2.50 par value, and to change each of the outstanding shares of Class B stock, $2.50 par value, into three shares of Class B stock $2.50 par value. The plan envisages no change in the respective rights of the two classes of stock.

At their annual meeting the stockholders also will vote on a plan to increase the authorized stock of CBS Inc. from three million shares to 12 million shares, of which half will be Class A and half Class B.

Mr. Paley said the proposed split-up, in the board's opinion, would make possible a wider distribution of the stock. This, he said, is desirable because in addition to its broadcasting activities CBS also manufactures consumer products, such as radio and tv sets, tubes, and phonograph records. He also said CBS has no present plans to issue any shares other than those required for the stock split-up and exercise of options authorized by stockholders at their 1951 meeting.

5 Million Radio Sets Shipped Through November

MORE than five million radio sets, excluding automobile receivers, were shipped to dealers by manufacturers in the first 11 months of 1954, RETMA reported last week. During the month of November, RETMA said, 711,554 radio sets were shipped, compared to 639,624 shipped in October.

Comparable figures for the 11-month period of 1953 or the month of November are not available, RETMA said, since this information was then compiled on a quarterly basis.

Following table shows radio receiver shipments to dealers by states for the first 11 months of 1954:

State	Total	State	Total
Alabama	55,680	District of Columbia	52,527
Arizona	25,453	Florida	113,252
Arkansas	34,180	Georgia	92,079
California	395,982	Idaho	11,090
Colorado	32,565	Illinois	358,677
Connecticut	91,085	Indiana	98,124
Delaware	12,143	Iowa	61,310
Kansas	40,599	North Dakota	14,714
Kentucky	60,740	Ohio	311,129
Louisiana	69,300	Oklahoma	48,303
Maine	24,095	Oregon	32,765
Maryland	89,884	Pennsylvania	367,751
Massachusetts	205,604	Rhode Island	29,959
Michigan	222,429	South Carolina	39,880
Minnesota	74,104	South Dakota	15,812
Mississippi	34,259	Tennessee	73,976
Missouri	115,871	Texas	225,075
Montana	15,042	Utah	17,138
Nebraska	32,153	Vermont	8,413
Nevada	5,667	Virginia	79,705
New Hampshire	14,112	Washington	72,225
New Jersey	247,586	West Virginia	33,534
New Mexico	15,185	Wisconsin	104,491
New York	851,422	Wyoming	6,317
North Carolina	94,951	Grand Total	5,128,337

Multi-Color Radar Indicator Displayed by Chromatic Labs

DEMONSTRATION of multi-color radar, a new data-presentation development which has military and commercial application, was given for the U. S. Navy in Washington last Monday by Chromatic Television Labs, an affiliate of Paramount Pictures Corp.

It was reportedly the first time it has been possible for different types of radar information to be simultaneously displayed in more than one color on a single radar indicator. The experimental radar indicator, shown under operating conditions at Washington's National Airport, was developed under U. S. Navy contract. The heart of the new device is a single electron-gun cathode ray picture tube known as the Chromatron or Lawrence tube. The tube, redesigned for radar, is virtually the same as the low-cost picture tube developed for commercial tv by Chromatic. The colors are not true hues, but are induced for identification purposes.

Hoffman, Packard-Bell Drop Merger Plans

NEGOTIATIONS on a possible merger between Hoffman Electronics Corp. and Packard-Bell Co., both Los Angeles tv set manufacturers, have been discontinued because the firms have been unable "to reach a mutually satisfactory agreement."

Termination of the ten-day negotiations was jointly announced last week by H. Leslie Hoffman and Herbert A. Bell, presidents of the two firms.

In December [B•T, Jan. 3], Hoffman Electronics absorbed the tv set production facilities of Stewart-Warner Corp., Chicago, assuming warranty and servicing obligations of present S-W sets and absorbing the dealer-distributor organization of the Chicago manufacturer.

Philco Names Two V. P.'s

APPOINTMENTS of Joseph A. Lagore as vice president of manufacturing and James D. McLean as vice president of sales, Philco Corp. Government & Industrial Div., were announced last week by James H. Carmine, company president.

Mr. Lagore, who joined Philco in 1928, for the past three years has been general manager in charge of operations of the Government & Industrial Div. Mr. McLean, who has been general sales manager of that division since 1949, joined Philco in 1947 as commercial manager of WPTZ (TV) Philadelphia, then owned by Philco.

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Minnie Mambo
Maximambo

(Just to mention a few)

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"the best music in America"

Taylor New Sales Mgr. For Federal Tel. & Radio

HERBERT E. TAYLOR Jr. has been named commercial sales manager of the IT&T subsidiary, Federal Telephone & Radio Co., J. A. Frabutt, Federal general sales manager, has announced. The appointment is in keeping with the company's stated purpose of expanding its commercial production.

Mr. Taylor was formerly manager of the communication products division of Allen B. DuMont Labs Inc.

Four Signals Can Be Seen By DuMont's New Monitor

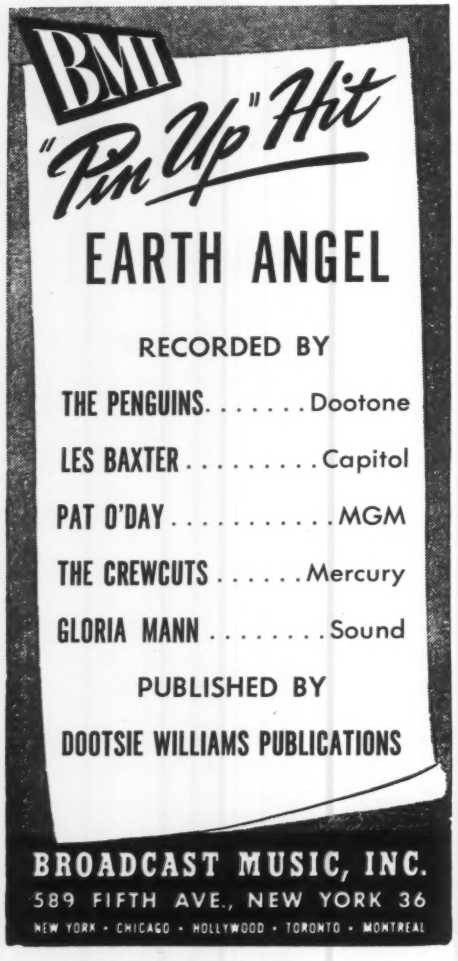
ALLEN B. DuMONT Labs announced last week that it has developed a new multi-channel waveform monitor, which enables a television broadcast engineer to see four video signals simultaneously on a single multi-gun cathode ray tube.

A DuMont spokesman said the new monitor will be of particular benefit to engineers of stations originating color programs, because it will monitor simultaneously three color signals —red, green and blue—and the encoded output of one color channel. He said that in a station not originating color, the unit will monitor the four outputs of a monochrome Multi-Scanner.

Emerson Election Wednesday

ANNUAL meeting of Emerson Radio & Phonograph Corp.'s stockholders will be held Wednesday at the Waldorf-Astoria, New York. An election of seven directors, each to hold office for one year, will be held.

In its proxy statement to stockholders, Emerson listed nominees for directorships: Benjamin Abrams, president; Max Abrams, treasurer and secretary; Louis Abrams, president of Jefferson Travis Inc., Emerson subsidiary; F. Eberstadt, investment banker; Dorman D. Israel, executive vice president; Simon H. Rifkind, attorney, and George H. Saylor. The statement also listed the three highest paid officers of Emerson and their direct aggregate remuneration for the fiscal year ended Oct. 31, 1954, as Benjamin Abrams, $60,008; Max Abrams, $39,936, and Mr. Israel, $43,980.



MANUFACTURING PEOPLE

James V. Roughan, vice president and sales manager, Price Electric Corp. (relays, controls), Frederick, Md., appointed executive vice president and assistant to president; **Edward J. Daugherty,** assistant sales manager, appointed general sales manager.

Wilson H. Oelkers, general purchasing agent, Philco Corp., Phila., appointed vice president in charge of purchasing.

F. J. Gaffney, formerly engineering director, guided missiles div., Fairchild Engine & Airplane Corp., Wyandanch, N. Y., appointed vice president for engineering, Marion Electrical Instrument Co., Manchester, N. H.

Brig. Gen. Peter C. Sandretto, U. S. Air Force Reserve, and **A. G. Clavier** elected assistant vice presidents, Federal Telecommunication Labs, Nutley, N. J,, div. of International Telephone & Telegraph Corp.

L. A. Rooney, manager, communications equipment sales, Raytheon Television Radio Corp., Chicago, appointed manager, new product planning, Electronic Systems Div., Sylvania Electric Products Inc., Buffalo, N. Y.

Harry H. Martin, radio-tv div., Sylvania Electric Products Inc., N. Y., appointed manager, tv set assembly plant, Batavia, N. Y., succeeding **Ned J. Marandino,** resigned; **Robert G. Lynch,** central regional office, Chicago, appointed to newly-created position, assistant eastern regional manager for equipment sales, headquartered in Teterboro, N. J.

Joseph Mann, coordinator of budget and fiscal reports, receiver sales and manufacturing divs., Allen B. DuMont Labs, Clifton, N. J., appointed administrative services manager, tv receiver sales division.

Floyd Reid appointed development engineer, ORRadio Industries Inc. (recording tape), Opelika, Ala.

Charlotte S. De Armond, former public relations director, Pacific Airmotive Corp., L. A., to Hoffman Electronics Corp. (tv receiver manufacturer), same city, in similar position.

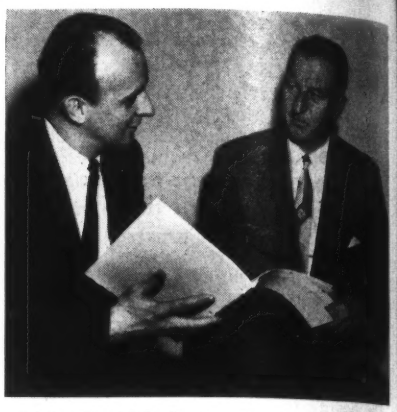
E. R. Yonkers, Detroit district manager, Graybar Electric Co., appointed Cincinnati district manager, succeeding **John Reine,** who becomes assistant district manager, Chicago; **W. J. Goerisch,** Chicago district sales manager, appointed Philadelphia assistant district manager; **J. J. Lieske Jr.,** branch manager, Washington, appointed headquarters representative handling government business, Washington.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Radio Corp. of America KARK-TV Little Rock, Ark.	2 kw	tv (ch. 4)	standby

OTHER EQUIPMENT: RCA also has reported shipments of three Vidicon color camera chains to WTVR (TV) Richmond, Va. (ch. 6), and a 25 kw amplifier to KTVF (TV) Fairbanks, Alaska (ch. 11).



FORMER FCC Comr. George E. Sterling (r) discusses work he will do as consultant on general technical courses with William A. Sawyer, president-director of Northwest Radio & Tv School. NRTS, founded in 1946, is headquartered in Portland, Ore., and has branches in Hollywood and Chicago. It teaches all elements of radio and tv operation, with emphasis on studio and production work. Mr. Sterling was chief of Radio Intelligence Service during World War II and chief engineer before being named a commissioner in 1948. The Maine Republican resigned from the FCC because of ill health last September.

Calif. Bill Would Allow Use Of Public Funds for Educ. Tv

STATE AND COUNTY superintendents of schools in California would be permitted to use public funds to produce or present educational tv programs on commercial tv stations, if a bill now before a committee of the state legislature is passed.

The bill provides that money could be specifically set aside in the various budgets for educational tv purposes or that any gifts made for the purpose could be used for such programming.

WSB-TV Slates Campus Series

WSB-TV Atlanta will make its facilities available for production of a 30-minute educational series titled *Campus: Georgia,* to be produced by students of the Henry W. Grady School of Journalism of the U. of Georgia. The weekly series is designed to give the students practical experience in the WSB-TV studios. The workshop idea was developed as a cooperative effort by George C. Biggers, president of the *Atlanta Journal* and *Constitution,* which owns the station; J. Leonard Reinsch, managing director of WSB-AM-TV; John M. Outler, WSB-TV general manager, and President O. C. Aderhold and Dean John E. Drewry of the university.

D. C. Educ. Tv Names V. P.

ELECTION of Earl Minderman as executive vice president of the Greater Washington (D. C.) Educational Tv Association was announced last week by the Board of Trustees. Mr. Minderman helped organize the District of Columbia association and for the past two years has been field liaison officer of the National Citizens Committee for Educational Television.

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ECASTING

—PROGRAMS & PROMOTION—

CONTEST FOR CONSUMERS

WESTINGHOUSE ELECTRIC CORP., television-radio division, Metuchen, N. J., disclosed a consumer phase to its annual dealer-distributor "Be My Guest" contest during CBS-TV's Jan. 17 *Studio One* show. Principal prizes in the consumer contest include a 30-day round-the-world trip for two; a three-week trip to South America; seven days in Paris, and several week-long trips to Nassau or Mexico. A baby-sitter allowance of $10 per day is included with the travel prizes. Official entry blanks may be obtained at all Westinghouse dealer showrooms upon request of a demonstration (without commitment) of a tv, radio or radio-phonograph combination set.

'THE LONE WOLF'

AFTER a four-month survey of Los Angeles tv viewing habits and programming suggestions, KTTV (TV) there last fortnight inaugurated a new policy of telecasting *The Lone Wolf*, Monday through Friday, in the 10:30-11 p.m. time slot. A different program in the series will be shown each evening. Budgeted at approximately $35,000 per program, the series is produced by Gross-Krasne Inc.

DINGEE TALENT CONTEST

OVER 10,000 entries were received by disc m. c.'s in a three-month talent contest staged by the Squire Dingee Co. of Chicago (Ma Brown pickles) in 46 radio markets in 14 mid-western and southwestern states. The contest, which culminated Jan. 20 with a final telecast by WGN-TV Chicago, was held in cooperation with Mercury Records. Fourteen state winners competed for prizes including a Mercury recording contract and a week's engagement at the Chez Paree in Chicago. Seven contestants were selected to appear on the hour-long finale. Additionally, the grocer from whose store the winner obtained his entry blank was given a paid weekend trip for two to New York.

CKCW BIRTHDAY CELEBRATION

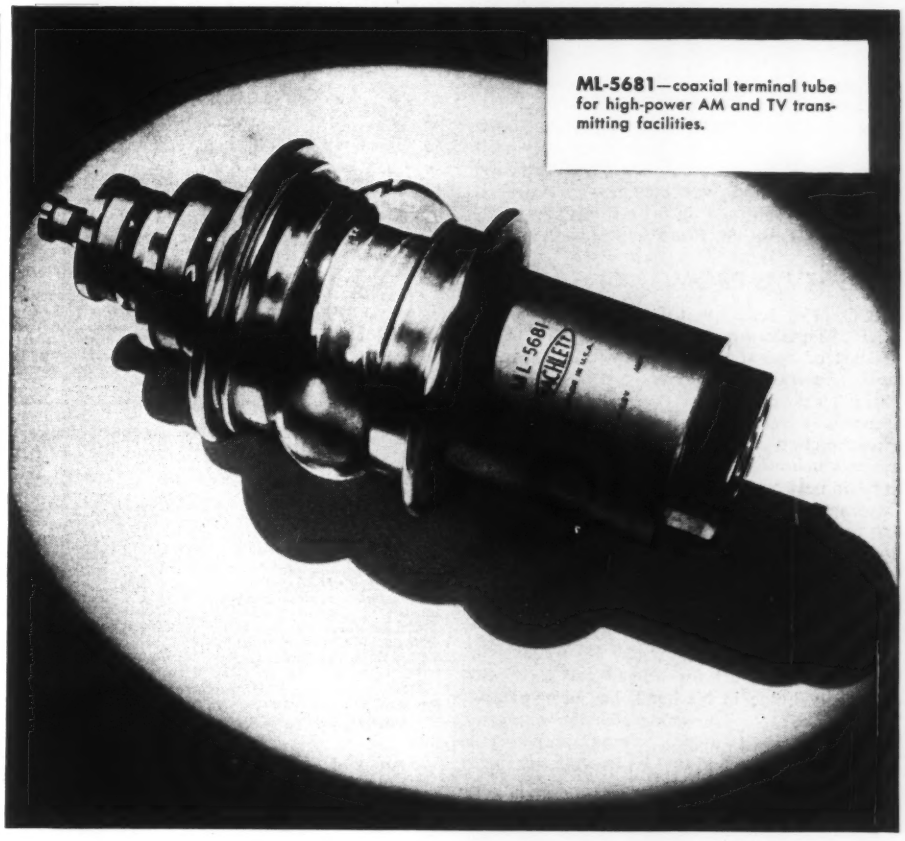
FOR ITS 20th anniversary celebration, CKCW Moncton, N. B., invited all couples married on the station's birthday and their children and grandchildren to a studio party. The station planted a tree in Moncton's public park as a memento to the occasion and placed the day's schedule of its anniversary programs in a box cemented near the base of the tree. CKCW had tapes and personal appearances of announcers and artists who obtained their start in radio on the station. In addition, the station reviewed its programming and news highlights over the two decades.

WEAW-AM-FM BINAURAL SERIES

WEAW-AM-FM Evanston, Ill., claims to be the first station in the Chicago area to utilize high-fidelity pre-recorded binaural tapes for its current series of Sunday afternoon programs of classical music. The suburban stations pay tribute to WMAQ-AM-FM Chicago as being the pioneer in the introduction of live binaural broadcasts, described as the "third dimension" in listening pleasure.

KWTV (TV) LAUNCHES BALLOON

AS PART of General Mills' diamond jubilee celebration for its Gold Medal flour, KWTV (TV) Oklahoma City launched one of 122 Gold Medal plastic balloons released across the country for charity from the 1,410-ft. level of its 1,572-ft. tower. KWTV claims the balloon



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IN OVER 110 PRINCIPAL CITIES

was air-borne from the highest point above ground in the history of ground-launched balloons. The 8 x 12 ft. flour sack-shaped balloon contained a cash certificate to be donated to the finder's favorite church, club or charity. When the balloon was launched it was last seen gaining altitude in a brisk wind heading toward Tulsa, St. Louis and points east.

KRCG (TV)'S PROMOTION

KRCG (TV) Jefferson City, Mo., published a special "Timebuyers' Edition" to herald its Feb. 13 start of operation in the Jan. 23 edition of the *Jefferson City Sunday News & Tribune*. The edition was distributed to 3000 officials of agencies, advertisers and networks, etc. The special section explains "The KRCG Story," the station's operation and its plans. KRCG hopes to begin network colorcasting within six months. Coverage maps, market statistics and KRCG's first rate card are included in "Timebuyers' Edition," as well as rundowns on people and personalities connected with the station.

NEW KRCA (TV) ID

KRCA (TV) Hollywood's new ID trademark, a man with a tv set for a head and face who holds a tv home in his hand, has been named "Sir Glancelot." The name was the result of a station contest, with the winner receiving an eight-day vacation for two in Hawaii.

DUMONT PROMOTES 'BABY'

DUMONT TELEVISION NETWORK sent New Year's greetings to advertisers and agencies by means of a brochure featuring the photos of babies in the traditional "birthday suit" pose. In the accompanying text the tots tell why their lives have been made happier since their mothers started watching DuMont's *All About Baby* with Ruth Crowley (Tues. and Thurs., 2-2:15 p.m. EST).

'TAKE STOCK OF YOUR PICTURE'

BOOKLET titled "Take Stock of Your Picture" has been distributed to advertising agency film executives by Van Praag Productions, New York tv, industrial and commercial film production firm. It is the second in a series of pocket-sized motion picture handbooks. The booklet is illustrated with actual film samples explaining the various types of film which can be used. The folio also deals with information on sound and film recording.

Station Authorizations, Applications
(As Compiled by B • T)

January 20 through January 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Dec. 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,649	533	126
CPs on air	20	20	†313
CPs not on air	105	7	137
Total on air	2,669	552	439
Total authorized	2,774	559	576
Applications in hearing	137	2	167
New station requests	172	8	19
New station bids in hearing	76	0	151
Facilities change requests	134	12	33
Total applications pending	721	79	193
Licenses deleted in Dec.	0	0	0
CPs deleted in Dec.	15	1	5

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

* * *

Am and FM Summary through Jan. 26

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,697	2,667	114	170	76
Fm	558	536	24	8	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	271	316	587[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	299	114	413
Noncommercial on air	7	3	10

Applications filed since April 14, 1952:

	New	Amend. vhf	uhf	Total
Commercial	947	337 732	533	1,269[2]
Educational	56		28	56[3]
Total	1,003	337 760	561	1,325[4]

[1] One hundred-twenty-five CPs (24 vhf, 101 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 33 already granted.

[4] Includes 621 already granted.

New Tv Stations . . .

ACTIONS BY FCC

Hilo, Hawaii—Hawaiian Bcstg. System Ltd. (KHBC Hilo, KGMB-AM-TV Honolulu) granted vhf ch. 9 (186-192 mc); ERP 2.09 kw visual, 1.05 kw aural; antenna height above average terrain minus 300 ft., above ground 258 ft. Estimated construction cost $33,035, first year operating cost $9,360, revenue $40,000. Post office address 1534 Kapiolani Blvd., Honolulu. Studio location 1534 Kapiolani Blvd., Honolulu. Transmitter location Piihonua Rd., near Hilo. Geographic coordinates 19° 43' 00" N. Lat., 155° 08' 13" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include Pres. **J. Howard Worrall**; Vice Pres.-General Manager **C. Richard Evans**; Treas. **K. C. Wong**, and Vice Pres.-Sec. **Elmer R. Davis**. Programs will originate in KGMB-TV studios. This is second satellite bid by applicant, the other being for ch. 3 at Wailuku. Granted Jan. 19.

Wailuku, Hawaii—Hawaiian Bcstg. System Ltd. (KGMB-AM-TV Honolulu, KHBC Hilo, Hawaii), granted vhf ch. 3 (60-66 mc); ERP 1.48 kw visual, 0.89 kw aural; antenna height above average terrain 5,960 ft., above ground 74 ft. Estimated construction cost $24,435, first year operating cost $21,000, revenue $30,000. Post office address 1534 Kapiolani Blvd., Honolulu. Studio location 1534 Kapiolani Blvd., Honolulu. Transmitter location Kolekole Hill, Haleakala Crater, Hawaii. Geographic coordinates 20° 42' 41" N. Lat., 156° 15' 38" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duval, Southmayd, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include Pres. **J. Howard Worrall**; Vice Pres.-Gen. Mgr. **C. Richard Evans**; Treas. **K. C. Wong**, and Vice Pres.-Sec. **Elmer R. Davis**. Programs will originate in KGMB-TV studios. Granted Jan. 19.

APPLICATION

Walla Walla, Wash.—Walla Walla Tv Co. vhf ch. 8 (180-186 mc); ERP 3.04 kw visual, 1.52 kw aural; antenna height above average terrain 6 ft., above ground 207 ft. Estimated construction cost $42,405, first year operating cost $25,000, revenue $50,000. Post office address 1411 Fourth Ave. Building, Seattle, Wash. Transmitter location Marcus Whitman Hotel, Walla Walla. Geographic coordinates 46° 04' 00" N. Lat., 118° 20' 23" W. Long. Transmitter and antenna RCA. Legal counsel D. F. Prince, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include Cascade Bcstg. Co. (100%), owner and operator of KIMA-AM-TV Yakima, ch. 19 KEPR-TV Pasco, Wash. and 40% stockholder of KWIE Kennewick, Wash.; Pres. **Thomas C. Bostic**; Vice Pres. **J. Barry Watkinson**, and Sec.-Treas. **Frank E. Mitchell**. Filed Jan. 20.

Existing Tv Stations . . .

ACTIONS BY FCC

WLEX-TV Lexington, Ky.—WLEX-TV Inc. granted STA to operate commercially on ch. 18 for the period ending Feb. 5. Granted Jan. 20; announced Jan. 25.

KRCG (TV) Jefferson City, Mo.—Jefferson Tv Co. granted STA to operate commercially on ch. 13 for the period ending Feb. 19. Granted Jan. 19; announced Jan. 25.

STATION DELETED

KTVR (TV) Hot Springs, Ark.—Southern Newspapers Inc. FCC deleted tv station on ch. 9. Deleted Jan. 14.

THE LATEST WCKY STORY.

In The Greater Cincinnati Area

Of the 302,630 Radio Homes regularly surveyed by Pulse, 1 out of every 4½ was tuned to WCKY in Sept.-Oct. Every day, Monday thru Friday, 9 a.m. to 7 p.m.

Buy Independent—Beat Network ratings: Get lower cost per thousand and large outside BONUS audience.

BUY WCKY

WCKY

CALL LETTERS ASSIGNED

KTVF (TV) Fairbanks, Alaska—Northern Tv Inc., ch. 11.

WTWV (TV) Tupelo, Miss.—Tupelo Citizens Tv Co., ch. 9.

WQMC (TV) Charlotte, N. C.—WAYS Inc., ch. 36. Changed from WAYS-TV.

APPLICATIONS

WTLC (TV) Champaign, Ill.—U. of Ill. seeks mod. of CP for noncommercial educational ch. 12 to change station location to Urbana, Ill.; change studio location to South Wright, Urbana; transmitter location to NW corner U. of Ill. stadium; ERP to 52.2 kw visual, 28.1 kw aural; antenna height above average terrain 158.5 ft. Filed Jan. 21.

WJMR-TV New Orleans, La.—Supreme Bcstg. Co. seeks mod. of CP to change from ch. 61 to ch. 20 (506-512 mc); ERP to 1,000 kw visual, 501.2 kw aural; antenna height above average terrain 436 ft. Filed Jan. 21.

WMGT (TV) Adams, Mass.—Greylock Bcstg. Co. seeks mod. of CP for ch. 19 to change studio location to 8 Bank Row, Pittsfield, Mass. Filed Jan. 20.

WBID-TV Detroit, Mich.—Woodward Bcstg. Co. seeks mod. of CP to change from ch. 62 (758-764 mc) to ch. 50 (686-692 mc); antenna height above average terrain 644 ft. Filed Jan. 19.

WLEX-TV Lexington, Ky.—WLEX-TV Inc. seeks mod. of CP for ch. 18 to change ERP to 195 kw visual, 97.8 kw aural; antenna height above average terrain 629 ft. Filed Jan. 21.

KSWS-TV Roswell, N. M.—John A. Barnett seeks mod. of CP for ch. 8 to change transmitter location to 2.5 miles S of U.S. Hwy. 380, near Caprock, N. M.; antenna height above average terrain 1,786 ft. Filed Jan. 20.

WNEM-TV Bay City, Mich.—North Eastern Mich. Corp. seeks mod. of CP for ch. 5 to change studio location to 5700 Becker Rd. Filed Jan. 19.

KTVE (TV) Longview, Tex.—Arlington J. Henry tr/as East Texas Tv Co. seeks mod. of CP for ch. 32 to change ERP to 227.5 kw visual, 133.3 kw aural; antenna height above average terrain 297 ft. Filed Jan. 19.

New Am Stations . . .

ACTIONS BY FCC

Tuscumbia, Ala.—Jesse Henry Hammond d/b as Power Center Bcstg. Co., granted 1590 kc, 5 kw daytime. Post office address 113 S. Main St, Tuscumbia. Estimated construction cost $32,381, first year operating cost $36,000, revenue $75,000. Mr. Hammond is an auto dealer. Granted Jan. 19.

Atlanta, Ga.—Glenkaren Assoc. Inc., granted 1600 kc 1 kw daytime. Post office address % T. M. Forbes Jr., 825 Citizens & Southern National Bank Bldg., Atlanta, Ga. Estimated construction cost $11,500, first year operating cost $25,000 for combined am and fm operations, revenue $25,000 for combined am and fm operations. Principals include **Locke E. Glenn,** sound engineer and stockholder in engineering equipment companies, chairman of the board (100%); **David H. Gambrell,** attorney, president; **David L. Lyndon,** traffic manager-engineer WEAS Decatur, Ga., secretary. Granted Jan. 19.

Pocomoke City, Md.—Eastern Shore Bcstg. Co., granted 540 kc, 500 w daytime. Post office address % G. Russell Chambers, 210 New Castle St., Rehoboth, Beach, Del. Estimated construction cost $23,381.75, first year operating cost $50,000, estimated revenue $60,000. Applicant is owned solely by G. Russell Chambers, director of engineering for Rollins Bcstg. Co., am station operator in several cities including WJWL Georgetown, Del. Granted Jan. 19.

Oceanlake, Ore.—Lincoln Electronics Inc., granted 1400 kc, 250 w unlimited. Post office address 816 Weatherly Bldg., Portland, Ore. Estimated construction cost $15,000, first year operating cost $28,200, revenue $33,000. Principals include Pres. **Robert G. Beattie** (⅓), chief engineer at KPDQ Portland; Vice Pres. **Willard L. Guthrie** (⅓), KPDQ program director, and **Pat (Sheldon) Mason** (⅓), skating rink and ballroom owner. Granted Jan. 19.

Post, Tex.—Wallace Simpson, granted 1370 kc, 500 w daytime. Post office address P. O. Box 1175, Post, Tex. Estimated construction cost, $15,128, first year operating cost $24,000. revenue $33,600. Mr. Simpson is former owner KCLV Clovis, N. M. Granted Jan. 19.

APPLICATIONS

Washington, Ga.—Max G. Pfaender 1370 kc, 1 kw daytime. Post office address Box 189, Hartwell, Ga. Estimated construction cost $19,063, first year operating cost $30,000, revenue $36,000. Mr. Pfaender is general manager of WKLY Hartwell, Ga. Filed Jan. 19.

Rupert, Idaho—Inland Bcstg. Co. (KWEI Weiser, Idaho) 970 kc, 1 kw daytime. Post office address Box 791, Weiser, Idaho. Estimated construction cost $13,120, first year operating cost $30,000, revenue $36,000. Principals include Pres. **Mervin V. Ling** (71.9%); Vice Pres. **Delphia E. Ling** (4%), and Sec.-Treas. **Edwin C. Miller** (23.9%). Filed Jan. 20.

Introducing—

THE MYCALEX PARTS KIT

✳ For design projects

✳ For experimental use

✳ For emergency repairs

To acquaint engineers with the superior qualities of Mycalex glass-bonded mica the world's most nearly perfect insulation a conveniently packaged kit containing more than 30 Mycalex products has been assembled.

This assortment includes 46 miniature and sub-miniature tube sockets, terminal boards, rods and strips of fabricated Mycalex 400 and various Mycalex 410 injection-molded products such as connector sleeves, coil forms, stand-off terminals, rotors and rings, motor slot wedges and switch wafers. A handy reference table compares the superior physical and electrical properties of Mycalex glass-bonded mica with those of other insulating materials.

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- for permanent dimensional stability

The Introductory Mycalex Kit is being offered to qualified engineers and others who are interested.

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Winnfield, La.—James A. West Jr., Elgie M. Risinger, Delvin R. White d/b as Southern Bcstg. Co. 1320 kc, 500 w daytime. Post office address 102 East Elm St., El Dorado, Ark. Estimated construction cost $16,721, first year operating cost $32,400, revenue $40,000. Principals in general partnership are **James A. West Jr.** (⅓), ⅓ partner of KDMS El Dorado, Ark.; **Delvin R. White** (⅓), and **Elgie M. Risinger** (⅓). Applicants have equal interest in new am station at Monticello, Ark., and are applicants for new am station at Sulphur, La. Filed Jan. 19.

Ardmore, Pa.—Lawrence M. C. Smith d/b as Franklin Bcstg. Co. 900 kc, 1 kw daytime. Post office address 8200 Ridge Ave., Philadelphia. Estimated construction cost $11,800, first year operating cost $8,000, revenue $40,000. Mr. Smith is owner of WFLN Philadelphia, 30% stockholder WAEB Allentown, Pa., and 20% stockholder WGMS Washington, D. C. Filed Jan. 17.

Brookings, S. D.—Louis Jack Dublon, Eugene J. Platek & Robert J. Reimers d/b as Brookings Bcstg. Co. 1430 kc, 500 w daytime. Post office address % Robert J. Reimers, 2124 10th Ave., Menominee, Mich. Estimated construction cost $15,311, first year operating cost $26,400, revenue $42,000. Principals in equal general partnership are Louis J. Dublon, announcer-program director at WMAW Menominee, Wis.; Robert J. Reimers, announcer-chief engineer at WMAW, and Eugene J. Platek, captain in U. S. Air Force. Filed Jan. 20.

Existing Am Stations . . .

ACTIONS BY FCC

KGEK Sterling, Colo.—Elmer G. Beehler granted mod. of license to change from daytime to unlimited time on 1230 kc with 250 w. Granted Jan. 19.

KSIB Creston, Iowa—Southwest Iowa Bcstg. Co. granted request to sign off at 6 p.m. CST during the months of March through Sept. 1955. Granted Jan. 18; announced Jan. 25.

STATION DELETED

WNEL San Juan, P. R.—Station WNEL Corp. granted request to cancel license for am station on 860 kc. Deleted Jan. 17; announced Jan. 25.

New Fm Stations . . .

ACTIONS BY FCC

Battle Creek, Mich.—Charles R. Palmquist Jr. granted CP for new class B fm station on ch. 289 (105.7 mc); ERP 4.5 kw; antenna height above average terrain 240 ft. Granted Jan. 19.

Coudersport, Pa.—Farm & Home Bcstg. Co. (WFRM) granted CP for new class A fm station on ch. 244 (96.7 mc); ERP 110 w; antenna height above average terrain 690 ft. Granted Jan. 19.

Existing Fm Stations . . .

ACTIONS BY FCC

KBTM-FM Jonesboro, Ark.—Lebanon Bcstg. Co. granted CP to change ERP to 8.3 kw; antenna height above average terrain 170 ft. Granted Jan. 18; announced Jan. 25.

WMCR (FM) Kalamazoo, Mich.—Western Mich. College of Education granted CP to change from noncommercial education station on ch. 216 (91.1 mc) to ch. 271 (102.1 mc); ERP 36 kw; antenna height above average terrain 160 ft. Granted Jan. 19.

WUNC (FM) Chapel Hill, N. C.—U. of N. C. granted CP to change ERP to 15.5 kw; antenna height above average terrain 135 ft. Granted Jan. 17; announced Jan. 25.

WEQR (FM) Goldsboro, N. C.—Eastern Carolina Bcstg. Co. granted CP to change ERP to 40 kw, antenna height above average terrain 350 ft. Granted Jan. 21; announced Jan. 25.

STATIONS DELETED

KRON-FM San Francisco, Calif.—Chronicle Pub. Co. granted request to cancel license for fm station on ch. 243. Deleted Jan 17; announced Jan. 25.

WCFM (FM) Washington, D. C.—Cooperative Bcstg. Association granted request to cancel license for fm station on ch. 258. Deleted Jan. 18; announced Jan. 25.

WRGA-FM Rome, Ga.—Rome Bcstg. Co. granted request to cancel license for fm station on ch. 293. Deleted Jan. 17; announced Jan. 25.

WRZE (FM) York, Pa.—White Rose Bcstg. Co. granted request to cancel license for fm station on ch. 253. Deleted Jan. 18; announced Jan. 25.

Ownership Changes . . .

ACTIONS BY FCC

WFMH-AM-FM Cullman, Ala.—B. C. Eddins, W. N. Eddins, John Q. Eddins & L. E. Duffey d/b as the Voice of Cullman granted assignment of license to B. C. Eddins, W. N. Eddins & John Q. Eddins d/b as The Voice of Cullman through sale of 10% interest by Mr. Duffey to B. C. Eddins for $5,000. Granted Jan. 18; announced Jan. 25.

KAKI (TV) Visalia, Calif.—Irvin V. Willat tr/as Sequoia Telecasting Co. granted assignment of CP to Sequoia Telecasting Corp. No consideration involved as Mr. Willat is sole owner. Granted Jan. 18; announced Jan. 25.

WPFA Pensacola, Fla.—Charles W. Lamar Jr., John Burk, G. C. Barnard & F. E. Busby d/b as WPFA Bcstg. Co. granted voluntary assignment of CP to Charles Lamar Jr. through purchase of 32% interest for $120. Mr. Lamar will now be sole owner. Granted Jan. 18; announced Jan. 25.

WSBT-AM-TV South Bend, Ind.—The South Bend Tribune granted involuntary transfer of control to Franklin D. Schurz, executor of the estate of F. A. Miller (52.3%), deceased. Granted Jan. 20; announced Jan. 25.

KCBC Des Moines, Iowa—Majestic Bcstg. Co. granted voluntary transfer of control (60%) to Karl & Helen U. Peters for advancing $50,000. Granted Jan. 18; announced Jan. 25.

WKBW Buffalo, N. Y.—WKBW Inc. granted relinquishment of control by Churchill Tabernacle Inc. through sale of 850 shares of stock to Clinton Churchill for approximately $7,325. Mr. Churchill will now own 32.1% and Churchill Tabernacle Inc. 45.6%. Granted Jan. 18; announced Jan. 25.

WPXY Punxsutawney, Pa.—Jefferson Bcstg. Co. granted acquisition of control (76%) by C. H. Simpson through voting trust for 41%. Mr. Simpson individually owns 35%. Granted Jan. 20.

APPLICATIONS

KBNZ La Junta, Colo.—Otero Bcstg. Co. seeks voluntary aquisition of negative control by both A. B. Crichton and Myron S. Morrison through purchase of ⅓ interest from Frances Jean Gerken, executrix of the estate of R. D. Gerken for $8,100. Messrs. Crichton and Morrison will each now own 50% interst. Filed Jan. 17.

KXEL Waterloo, Iowa—Josh Higgins Bcstg. Co. seeks voluntary transfer of control (75%) to WOPA Inc. for a gross figure of $312,000. WOPA Inc. is owner of WOPA Oak Park and WOPT (TV) Chicago. Purchase price was for 85,000 shares of stock for $187,000 plus $125,000 for the rights to the name "Josh Higgins". Principals include Pres. **Egmont Sonderling** (18.7%); Vice Pres. **Richard Goodman** (41.2%), and Sec.-Treas. **Mason A. Loundy** (15%). Filed Jan. 17.

WJJJ Niagara Falls, N. Y.—John J. Laux seeks voluntary assignment of license to Niagara Frontier Bcstg. Corp. for $85,000. Principals include Pres. **James T. Sandonato** (74.8%), hotel owner, and **Thomas W. Talbot** (25%), general manager of WJJJ. Filed Jan. 17.

WAAA Winston-Salem, N. C.—Community Bcstg. Service Inc. seeks voluntary assignment of license to Camel City Bcstg. Corp. for $100,000. Principals include Pres. **Ronald B. Woodyard** (52.8%), pres.-27.7% owner Skyland Bcstg. Co. operator of WONE-WIFE (TV) Dayton, and pres.-50% owner of WTVQ (TV) Pittsburgh; Vice Pres. **Louis G. Froelich** (24%), vice pres.-0.4% owner Skyland Bcstg.; Gen. Mgr. **Charles B. Daly** (7.2%), program director of Skyland Bcstg.; Sec. **Dorothy Tatum** (4%); **M. W. Martin** (10%), real estate, and **Charles J. Thornquest** (2%), vice pres.-0.4% owner of Skyland Bcstg. Filed Jan. 21.

WOHP Bellefontaine, Ohio—Lake Erie Bcstg. Corp. seeks voluntary acquisition of control by both Theodore M. Nelson and David S. Gifford through transfer to corporation to W. P. Shannon of 30 shares of stock. Filed Jan. 18.

WCRE Cheraw, S. C.—Three States Bcstg. Co. seeks voluntary assignment of license to Chesterfield Bcstg. Co. for $20,000. Principals include **Fred A. Staples; Fred L. Morningstar; Joseph A. Pickering,** and **Marvin J. Peterson,** each owning ¼ interest. Principals each own ⅛ interest in WHJC Matewan, W. Va. Filed Jan. 17.

WHDM McKenzie, Tenn.—Tri-County Bcstg. Co. seeks voluntary transfer of control through sale of all stock for $50,000 to Earl S. Notling, manufacturer of paper fibre and his wife **Gladys Notling,** woman's director at WJCD Seymour, Ind. Filed Jan. 18.

KTXL-AM San Angelo, Tex.—Westex Bcstg. Co. seeks voluntary acquisition of negative control by A. D. Rust and B. P. Bludworth through purchase of 50 shares of stock from Marshall Formby and Lowell Smith for $20,000. Messrs. Rust and Bludworth will now each own 50% interest. Filed Jan. 17.

KTXL-TV—San Angelo, Tex.—Westex Tv Co. seeks voluntary acquisition of negative control by A. D. Rust and B. P. Bludworth through purchase of 68 shares of stock from Marshall Formby and Lowell Smith for $6,800. Messrs. Rust and Bludworth will now each own 50% interest. Filed Jan. 17.

WWOD Lynchburg, Va.—Old Dominion Bcstg. Corp. seeks assignment of license to Roanoke Independent Bcstrs. Inc. for $75,000. Sole owner is Cy N. Bahakel, owner of WABG Greenwood, Miss.; WKIN Kingsport, Tenn.; WKOZ Kosciusko, Miss., and WPLH Huntington, W. Va., and applicant for new am station Chattanooga, Tenn. Filed Jan. 21.

WPFP Park Falls, Wis.—M. & N. Bcstg. Co. seeks voluntary assignment of license to Eugene A. Halker and Gordon F. Schluter d/b as Northland Bcstg. Co. for $28,257. Principals in general partnership are **Eugene A. Halker** (50%), general manager of WPFP, and **Gordon F. Schluter** (50%), manager of local store. Filed Jan. 19.

Hearing Cases . . .

INITIAL DECISION

Corpus Christi, Tex.—New tv, ch. 10. FCC Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of the application of K-SIX Television Inc., for a construction permit for new tv station on ch. 10 in Corpus Christi, Tex., and denial of the competing applications of Superior Television Inc., and KEYS-TV Inc. Action Jan. 21.

OTHER ACTIONS

KIFN Phoenix, Ariz.—By Memorandum Opinion and Order, the Commission denied petition for review filed Nov. 2 by KIFN Phoenix, Ariz., requesting reconsideration of the Commission's Report and Order released Aug. 11 finalizing revisions to the "10% rule" also reconsideration of the Commission's Memorandum Opinion and Order of Nov. 1 denying petition of KIFN for a partial stay of the effectiveness of the Aug. 11 Report and Order. Action Jan. 25.

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KNBY Newport, Ark.—Newport Bcstg. Co. FCC designated for hearing application to change from 1280 kc to 730 kc, operating daytime only with 1 kw; made KTRY Bastrop, La. and KWRE Warrenton, Mo., parties to proceeding. Action Jan. 19.

Tampa, Fla.—FCC by Memorandum Opinion and Order (1) denied petitions of Tampa Times Co. and Orange Television Bcstg. Co. for reconsideration of Commission decision of Sept. 2, 1954; (2) made effective immediately that decision granting the application of Tampa Television Co. for new tv station on ch. 13 in Tampa, Fla., and denying petitioners' competing applications), thus terminating the stay which had been ordered Dec. 3 pending conclusion of oral argument in this proceeding; and (3) dismissed as moot Tampa Television's petition for reconsideration of the stay order. Chairman McConnaughey and Commissioner Doerfer dissented. Action Jan. 21.

WKXY Sarasota, Fla.—FCC by Memorandum Opinion and Order, denied petition of Sarasota Bcstg. Co., licensee of WKXY Sarasota, Fla., filed Dec. 2, requesting reinstatement and immediate grant of application for CP to change facilities from 1540 kc. 1 kw D to 930 kc. 500 w-N, 1 kw-LS, DA. U. which was dismissed by the Commission on Oct. 29 because of non-compliance with the "10% rule". Action Jan. 19.

Albany, N. Y.—FCC on petition by Hudson Valley Bcstg. Co., Albany, N. Y., continued until further order of the Commission the oral argument scheduled for Jan. 24, in re application for consent to transfer control of WROW-AM-TV Albany, N. Y. Action Jan. 19.

Islip-Syossett, N. Y.—FCC designated for consolidated hearing applications of Great South Bay Bcstg. Co., Islip, and George V. Spohrer, Syossett, both requesting new am station on 540 kc 250 w daytime. Action Jan. 19.

Murphy, N. C.—Valley Bcstg. Co. FCC designated for hearing application for new am station on 600 kc with 1 kw, daytime, in consolidated proceeding with applications of Greenwood Bcstg. Co., Chattanooga, Tenn., and Cherokee Bcstg. Co., Murphy, N. C., for the same facilities; ordered that issues 4 and 5 be made issues in re Dockets 11101-02, and made WROL Knoxville, Tenn., a party to the proceeding. Action Jan. 19.

Oral Argument—Commercial and Amateur Radio Operator License. FCC scheduled oral argument for March 7 on proposed rule-making to bar from commercial or amateur radio operator license any person who is a member of Communist Party or similar group, or is not of "good moral character." Notice of intention to participate in argument is due by Feb. 21. Action Jan. 21.

San Juan, P. R.—On petition for rehearing and reconsideration filed Dec. 20 by the Department of Education of Puerto Rico, the Commission vacated its Order of Nov. 18 in Docket 11129 which substituted ch. 11 for ch. 6 in San Juan, P. R., and ch. 6 for ch. 11 in Caguas, P. R., and ordered that the assignment of ch. 6 in Puerto Rico be reserved for educational use in San Juan, and commercial ch. 11 in Caguas be retained. Commissioner Bartley dissented. Action Jan. 26.

Proposed Rule-Making—On petition of WKNY-TV (ch. 66), Kingston, N. Y., filed Dec. 17, the Commission proposed rule making as follows: (a) delete ch. *21 and add ch. *27 to Hanover, N. H.; delete ch. 27 from Concord, N. H., and add chs. 75, 76, 78, or 83; or (b) substitute *43 for *21 at Hanover; substitute ch. 21 for 43 at Laconia, N. H., and ordered WKNY-TV to Show Cause why its outstanding authorization should not be modified to specify operation on ch. 21 at Poughkeepsie in lieu of ch. 66 at Kingston. Comments may be filed on or before March 4. Action Jan. 26.

Tv Assignment—FCC by Report and Order, finalized Proposed Rule Making issued Dec. 17, and shifted ch. 14 from Annapolis, Md., to Washington, D. C., substituting ch. 53 for ch. 14 at Annapolis, effective March 2. Action Jan. 26.

KOKE (TV) El Paso, Tex.—FCC by Memorandum Opinion and Order, denied petition of Trinity Bcstg. Corp., permittee of station KOKE (TV) (ch. 13), El Paso, Tex., filed Dec. 2, requesting that educational reservation in El Paso be shifted from ch. 7 to ch. 13. Commissioner Lee dissented. Action Jan. 26.

WTOV-TV Norfolk, Va.—On the basis of comments received, the Commission, by Report and Order, denied a petition by WTOV-TV ch. 27, Norfolk, Va., for assignment of ch. 13 to Princess Anne, near Norfolk, by means of one of four alternative proposals, and terminated its rule making proceeding in Docket 11168. Chairman McConnaughey not voting; Commissioner Bartley dissented. Action Jan. 26.

Richland, Wash.—FCC by Memorandum Opinion and Order, denied petition for reconsideration filed by KALE Inc., Richland, Wash., on Nov. 23 of Report and Order denying request to shift vhf ch. 3 from Lewiston, Idaho, to Richland, Wash. Action Jan. 26.

Routine Roundup . . .

January 20 Decisions

ACCEPTED FOR FILING

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee on Jan. 18

Chief Broadcast Bureau—Granted petition to dismiss a petition filed Dec. 27 by WNYC to extend time for filing motions to enlarge or change issues in re proceeding in (Docket 11227).

Levittown, Pa., Levittown-Fairless Hills Bcstrs.—Granted petition insofar as it requests dismissal of its application for am facilities, and said application (Docket 11096; BP-9193) was dismissed with prejudice.

Chief Broadcast Bureau—Granted petition for extension of time to and including Jan. 27 in which to file exceptions to initial decision in re application of Colorado City Bcstg. Co., Colorado City, Tex. (Docket 11075; BP 9137).

Springfield, Ill., Sangamon Valley Tv Corp.; WMAY-TV Inc.—Granted petition of WMAY-TV for an extension of time to and including Jan. 31 in which to file exceptions to initial decision re ch. 2 (Dockets 10701-03).

By Hearing Examiner Annie Neal Huntting

Issued Fourth Statement concerning prehearing conferences and order in re applications for ch. 10 at Parma-Onondaga, Mich., which shall govern the course of the proceeding to the extent indicated, unless modified by the Examiner for cause or by the Commission upon review of the Examiner's ruling (Dockets 11169 et al.) (Action of Jan. 19).

Onondaga, Mich., Television Corp. of Mich. Inc.—Granted informal request for continuance of hearing from Jan. 24 to Jan. 27, in re ch. 10 (Dockets 11169 et al.) (Action of Jan. 18).

By Hearing Examiner J. D. Bond on Jan. 14

Roanoke, Va., Times-World Corp.; Radio Roanoke Inc.—Granted petition for continuance of hearing from Jan. 17 to Feb. 1, in re ch. 7 (Dockets 10655-56).

By Hearing Examiner Elizabeth C. Smith on Jan. 17

Price, Utah, Carbon-Emery Bcstg. Co.—Granted petition for continuance of hearing re new am station from Jan. 18 to Feb. 23 (Docket 10739).

New Orleans, La., Times-Picayune Pub. Co.—Ordered that the record in the proceeding in re applications for ch. 4 (Dockets 8936 et al.), be reopened for the sole purpose of receiving in evidence the affidavit of George W. Healy Jr., such affidavit is received in evidence and the record again is closed.

By Hearing Examiner H. Gifford Irion on Jan. 17

Charlotte, N. C., Radio Station WSOC Inc., et al.—On the Examiner's own motion and with concurrence of all parties, continued from Jan. 19 to Feb. 2 the hearing in re ch. 9 (Dockets 8837 et al.).

By Hearing Examiner William G. Butts on Jan. 18

Paducah, Ky., Columbia Amusement Co.; Paducah Newspapers Inc.—Granted joint motion for extension of time for filing proposed findings in its direct case to not later than Jan. 25; adverse findings concerning competing applicant's case and conclusions of law not later than Feb. 15, and replies to proposed findings not later than March 2, in re applications for ch. 6 (Dockets 10875-76). The Broadcast Bureau has leave to file appropriate findings and replies within the times specified.

January 20 Applications

ACCEPTED FOR FILING

Renewal of License

WEZB Homewood, Ala., Voice of Homewood—(BR-2875).

WCNU Crestview, Fla., Gulf Shores Bcstg. Co.—(BR-2159).

WRHC Jacksonville, Fla., Radio Station WRHC Inc.—(BR-2506).

WIOK Tampa, Fla., H. C. Young Jr.—(BR-3038).

WMGR Bainbridge, Ga., Decatur Bcstg. Co.—(BR-1296).

WLBB Carrollton, Ga., Carroll Bcstg. Co.—(BR-1431).

WTJH East Point, Ga., Radio Station WTJH—(BR-2396).

Remote Control

KRNT Des Moines, Iowa, Cowles Bcstg. Co.—(BRC-636).

KDAL Duluth, Minn., Red River Bcstg. Co.—(BRC-634).

WJDX Jackson, Miss., Lamar Life Insurance Co.—(BRC-638).

WOTR Corry, Pa., Olivia T. Rennekamp—(BRC-639).

KBOP Pleasanton, Tex., Atascosa Bcstg. Co.—(BRC-640).

WDSM Superior, Wis., WDSM Inc.—(BRC-637).

Renewal of License

WAVU-FM Albertville, Ala., Pat Murphy Courington & Ivo H. Sparkman d/b as Sand Mountain Bcstg. Service—(BRH-549).

Modification of CP

KIMA-TV Yakima, Wash., Cascade Bcstg. Co.—Mod. of CP (BPCT-1228) as mod. which authorized new tv station to extend completion date to 3-20-55 (BMPCT-2756).

License for CP

KWNA Winnemucca, Nev., Northwest Radio & Television Corp.—License to cover CP (BP-9465) as mod. which authorized new standard broadcast station (BL-5603).

WWBG Bowling Green, Ohio, Howard R. Ward—License to cover CP (BP-7409) as mod. which authorized new standard broadcast station (BL-5600).

Remote Control

KWBY Colorado Springs, Colo., Music Bcstg. Corp.—(BRC-641).

Renewal of License

WHMA Anniston, Ala., Anniston Bcstg. Co.—(BR-987).

WBRC Birmingham, Ala., Birmingham Bcstg. Co.—(BR-421).

WXAL Demopolis, Ala., Demopolis Bcstg. Co.—(BR-1788).

WELR Roanoke, Ala., The Roanoke Bcstg. Co.—(BR-2464).

WMJM Cordele, Ga., The Southeastern Bcstg. System—(BR-1091).

WGOV Valdosta, Ga., WGOV Inc.—(BR-1078).

License for CP

KSON-FM San Diego, Calif., C. Fredric Rabell et al. d/b as KSON Bcstrs.—License to cover CP (BPH-1949) as mod. which authorized new fm station (BLH-1027).

Renewal of License

WGST-FM Atlanta, Ga., Board of Regents, U. System of Georgia, Georgia Institute of Technology—(BRH-640).

Modification of CP

KUOH (FM) Honolulu, Hawaii, The U. of Hawaii—Mod. of CP (BPED-243) as mod. which authorized new educational broadcast station for extension of completion date (BMPED-286).

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• Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

WMUB (FM) Oxford, Ohio, The President & Trustees of the Miami U.—Mod. of CP (BPED-255) which authorized changes in licensed station for extension of completion date (BMPED-287).

KNAC-TV Fort Smith, Ark., American Television Co.—Mod. of CP (BPCT-842) which authorized new tv station to extend completion date to 8-1-55 (BMPCT-2757).

WSJV (TV) Elkhart, Ind., Truth Pub. Co.—Mod. of CP (BPCT-1695) as mod. which authorized new tv station to extend completion date to 8-3-55 (BMPCT-2762).

KRCG (TV) Jefferson City, Mo., Jefferson Television Co.—Mod. of CP (BPCT-1843) as mod. which authorized new tv station to extend completion date to 8-19-55 (BMPCT-2758).

KUON-TV Lincoln, Neb., Byron J. Dunn, Trustee—Mod. of CP (BPCT-1044) as mod. which authorized new tv station to extend completion date to 6-29-55 (BMPCT-2759).

WRNY-TV Rochester, N. Y., Genesee Valley Television Corp.—Mod. of CP (BPCT-1387) as mod. which authorized new tv station to extend completion date to 8-1-55 (BMPCT-2761).

WTVG (TV) Mansfield, Ohio, Fergum Theatres Inc.—Mod. of CP (BPCT-1179) which authorized new tv station to extend completion date to 8-3-55 (BMPCT-2763).

Routine Roundup . . .

January 25 Decisions

BROADCAST ACTIONS

By the Commission en banc

Modification of License

WMSC Columbia, S. C., Maresco Corp.—Granted mod. of license to change name of licensee to WMSC Radio Corp. (BML-1610).

By the Broadcast Bureau

Actions of Jan. 21

Granted License

KLAK Lakewood, Colo., Lakewood Bcstg. Service—Granted license for am station; 1580 kc, 250 w D (BL-5595).

KDUB Lubbock, Texas., Texas Telecasting Inc.—Granted license for am station; 1340 kc, 250 w U (BL-5602).

WDKN Dickson, Tenn., Dickson County Bcstg. Co.—Granted license for am station; 1260 kc, 1 kw D (BL-5588).

WOCH North Vernon, Ind., Dorrell Ochs—Granted license for am station; 1460 kc, 500 w D (BL-5591).

KDTA Delta, Colo., Monarch Bcstg. Co.—Granted license for am station; 1400 kc, 250 w U (BL-5593).

KOL Seattle, Wash., Seattle Bcstg. Co.—Granted license covering change in DA to night use only (BL-5601).

WCLS Columbus, Ga., Muscogee Bcstg. Co.—Granted license for am station; 1580 kc, 1 kw D (BL-5599).

WMFG Hibbing, Minn., Head of the Lakes Bcstg. Co.—Granted license covering change in transmitter and studio location (BL-5596).

CP

WOL Washington, D. C., Washington Bcstg. Co.—Granted CP to change antenna-transmitter location; install new transmitter and make changes in antenna system (BP-9590).

Modification of CP

KRCG (TV) Jefferson City, Mo., Jefferson Tv Co.—Granted extension of completion date to 8-19-55.

KUON-TV Lincoln, Neb., Byron J. Dunn, Trustee—Granted extension of completion date to 7-29-55.

Actions of Jan. 20

Granted License

WGRE (FM) Greencastle, Ind., DePauw U.—Granted license covering changes in educational fm station (BLED-166).

Remote Control

The following stations were granted authority to operate transmitters by remote control:
KDAL Duluth, Minn.; KRNT Des Moines, Iowa; WDSM Superior, Wis.; KLAC Hollywood, Calif.

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown:
KIMA-TV Yakima, Wash., to 7-20-55; WCAR Pontiac, Mich., to 8-11-55; WKNX-TV Saginaw, Mich., to 8-2-55; WRAK-TV Williamsport, Pa., to 7-12-55; KFXJ Grand Junction, Colo., to 2-15-55; condition.

Actions of Jan. 19

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown:
WJIM-TV Lansing, Mich., to 7-18-55; WTOK-TV Meridian, Miss., to 8-3-55; WSLS-TV Roanoke, Va., to 8-1-55; WLAP-TV Lexington, Ky., to 8-3-55.

Actions of Jan. 18

Granted License

WCLG Morgantown, W. Va., Morgantown Bcstg. Co.—Granted license for am station; 1300 kc, 500 w D (BL-5569).

KREM-FM Spokane, Wash., Louis Wasmer—Granted license for fm station (BLH-1025).

WFMF (FM) Chicago, Ill., Functional Music Inc.—Granted license covering changes in fm station (BLH-1026).

Modification of CP

WNEM-TV Bay City, Mich., North Eastern Mich. Corp.—Granted Mod. of CP to change description of transmitter site (not a move), change studio location and for waiver of Sec. 3.613 of the rules (BMPCT-2748).

Remote Control

KLWT Lebanon, Mo., Lebanon Bcstg. Co.—Granted authority to operate transmitter by remote control.

Granted Mod. of CP's for extension of completion dates as shown:
WPFA-TV Pensacola, Fla., to 8-2-55; WKAR-TV East Lansing, Mich., to 8-15-55.

Actions of Jan. 17

Granted License

WKBS Mineola, N. Y., Key Bcstg. System Inc.—Granted license covering change in antenna, transmitter and studio location (BL-5470); condition.

WAJO (FM) Indianapolis, Ind., Butler U.—Granted license to cover replacement of expired CP for educational fm station (BLED-164).

Modification of CP

The following stations were granted CP's for extension of completion dates as shown:
WCAR Detroit, Mich., to 8-11-55, conditions; WSAZ-TV Huntington, W. Va., to 8-1-55; WOTV (TV) Richmond, Va., to 8-2-55; WKJG-TV Fort Wayne, Ind., to 7-21-55; KOPO-TV Tucson, Ariz., to 8-1-55; WPTR-TV Albany, N. Y., to 8-1-55; WKLO-TV Louisville, Ky., to 8-1-55; WHUM-TV Reading, Pa., to 8-1-55; WBAL-TV Baltimore, to 8-1-55; WRTV (TV) Asbury Park, N. J., to 8-1-55.

Remote Control

WENR Pittsburgh, Pa., Elk-Cameron Bcstg. Co.—Granted authority to operate transmitter by remote control.

January 25 Applications

ACCEPTED FOR FILING

Renewal of License

WATM Atmore, Ala., Tom C. Miniard and Grady L. Ingram d/b as Southland Bcstg. Co.—(BR-2412).

WIMO Winder, Ga., Winder-Monroe Bcstg. Co.—(BR-2748).

WVJP Caguas, P. R., Francisco Pereira Casillas, Federico Virella, Hector Pereira Buonomo and Pedro Luis Jimenez d/b as Borinquen Bcstg. Co.—(BR-1946).

Modification of CP

KOOK-TV Billings, Mont., The Montana Network—Mod. of CP (BPCT-1486) as mod. which authorized new tv station to extend completion date to 8-4-55 (BMPCT-2765).

WIFE (TV) Dayton, Ohio, Skyland Bcstg. Corp.—Mod. of CP (BPCT-884) as mod. which authorized new tv station to extend completion date (BMPCT-2766).

WLAC-TV Old Hickory, Tenn., WLAC-TV Inc.—Mod. of CP (BPCT-1559) as mod. which authorized new tv station to extend completion date to 7-21-55 (BMPCT-2737).

License for CP

WWWB Jasper, Ala., Bankhead Bcstg. Co.—License to cover CP (BP-9388) as mod. which authorized change frequency, increase power, change hours of operation and install new transmitter (BL-5606).

WHCO Sparta, Ill., Hirsch Communication Engineering Corp.—License to cover CP (BP-7803) as mod. which authorized new standard broadcast station (BL-5608).

KOGA Ogallala, Neb., Ogallala Bcstg. Co.—License to cover CP (BP-9312) as mod., which authorized new standard broadcast station (BL-5610).

WFIG Sumter, S. C., Radio Station WFIG Inc.—License to cover CP (BP-8792) which authorized change frequency, increase power, install directional antenna for day and night use (DA-2), change type transmitter and change transmitter location (BL-5609).

KSOP Salt Lake City, Utah, Ralph Elwood Winn tr/as Seagull Bcstg. Co.—License to cover CP (BP-9363) which authorized new standard broadcast station (BL-5605).

WBCR Christiansburg, Va., The Montgomery Bcstg. Co.—License to cover CP (BP-9163) as mod., which authorizesd new standard broadcast station (BL-5607).

Renewal of License

WGAD Gadsden, Ala., Coosa Bcstg. Co.—(BR-1605).

WAMI Opp, Ala., The Opp Bcstg. Co.—(BR-2768).

WGAF Valdosta, Ga., Valdosta Bcstg. Co.—(BR-2702).

WKLF-FM Clanton, Ala., Southeastern Bcstg. Co.—(BRH-731).

WLET-FM Toccoa, Ga., R. G. LeTourneau—(BRH-190).

Modification of CP

WHP-FM Harrisburg, Pa., WHP, Inc.—Mod. of CP (BPH-410) as mod., which authorized new fm station for extension of completion date (BMPH-4975).

WJLN-TV Birmingham, Ala., Johnston Bcstg. Co., George Johnston and George Johnston, Jr., Partners—Mod. of CP (BPCT-1335) as mod., which authorized new tv station to extend completion date (BMPCT-2772).

KTVK (TV) Phoenix, Ariz., Arizona Television Co.—Mod. of CP (BPCT-1636) which authorized new tv station to extend completion date to 4-10-55 (BMPCT-2775).

KBIE-TV Sacramento, Calif., John H. Poole, tr/as John Poole Bcstg. Co.—Mod. of CP (BPCT-1007) as mod., which authorized new tv station to extend completion date to 8-15-55 (BMPCT-2781)

KOVR (TV) Stockton, Calif., Television Diablo Inc.—Mod. of CP (BPCT-368) as mod., which authorized new tv station to extend completion date to 6-30-55 (BMPCT-2770).

License for CP

KRDO-TV Colorado Springs, Colo., Pikes Peak Bcstg. Co.—License to cover CP (BPCT-837) as mod., which authorized new tv station, and to change description of T-L (not a move) to 399 S. 8th St., Colorado Springs, Colo., and S-L to 399 S. 8th St., Colorado Springs, Colo. (BLCT-266).

Modification of CP

WINK-TV Fort Myers Fla., Fort Myers Bcstg. Co.—Mod. of CP (BPCT-875) as mod., which authorized new tv station to extend completion date to 5-11-55 (BMPCT-2778).

WAGA-TV Atlanta, Ga., Storer Bcstg. Co.—Mod. of CP (BPCT-1879) which authorized changes in facilities of existing tv station to extend completion date to 11-1-55 (BMPCT-2774).

WROM-TV Rome, Ga., WROM-TV Inc.—Mod. of CP (BPCT-1319) as mod., which authorized a new tv station to extend completion date (BMPCT-2769).

WTHI-TV Terre Haute, Ind., Wabash Valley Bcstg. Corp.—Mod. of CP (BPCT-627) as mod. which authorized new tv station to extend completion date to 6-30-55 (BMPCT-2784).

(Continued on page 94)

Radio Station and Newspaper

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RADIO

Help Wanted

Managerial

Commercial manager—salesman. Thorough background in local sales, supervisory experience necessary. Must be sober family man with desire and ability to work toward station's interest. Good salary guarantee, plus over-ride. Full particulars, references and photo first letter. WLSI, Pikesville, Kentucky.

Middle age commercial manager and salesman for suburban Wheeling, West Virginia, indie daytime kilowatt. Wonderful opportunity for men willing to work. Others need not apply. Ability and reliability must be substantiated. Reply mail only, strict confidence guaranteed. John T. Taylor, WMOD, Moundsville, West Virginia.

Commercial director, excellent opportunity for sales-minded person to plan, sell and supervise department. Complete resume, photo, starting wage, first letter. Harry C. Weaver, Manager, WOKE, Oak Ridge, Tennessee.

Salesmen

Florida—experienced man, draw against 15% Box 661F, B•T.

Wanted: Salesman or woman. Big pay, large percentage. Write Box 847F, B•T.

Wanted—"Special" promotion by regional sales campaign organization. Travelling sales crew to conduct short term sales promotion (telephone solicitation)—Ohio station. Box 963F, B•T.

Florida . . . Want qualified salesman-announcer. Want'a make money. $100.00 guarantee week, right man, three openings, two pop and one hillbilly field. Must be tops. Good past record. Full information first letter. Box 19G, B•T.

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RADIO

Help Wanted—(Cont'd)

Salesman-announcer, immediately. All you can earn. Ohio. Box 81G, B•T.

Opportunity for two top salesmen, above average earnings, liberal salary plus commission, good metropolitan market, car necessary. Call, write or wire Radio Station KJET, Beaumont, Texas.

No. 1 independent Portland market reorganizing sales department. Need two experienced salesmen who insist on making good money, and can work with happy aggressive staff. No ceiling on earnings. Wonderful living conditions. Minimum guarantee $400 against 15%. Send details to Jack Irvine, Manager, KVAN, Vancouver, Washington.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Humorous DJ—Smooth-flowing ad-lib informal "slang" way of expressing self. Acting experience. Also authoritative news. Single. Great Lakes, N. Y., Pa., Ohio area. Box 879F, B•T.

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Need immediately, experienced staff announcer. Eastern North Carolina kilowatt station. Send full details first letter. Box 36G, B•T.

Florida—morning DJ personality—1st combo preferred, however not essential. Send tape and full information. Box 122G, B•T.

Need immediately staff announcer. Will accept man low in experience or recent announcing school graduate. Box 125G, B•T.

KJFJ . . . Webster City, Iowa, needs man with first class ticket who can announce . . . must be capable engineer. Apply at once.

Wanted: Good all-around announcer with ability. Experience desired. Good salary. No floaters. Rush photo, full information, audition and references. Car necessary. KSCB, Liberal, Kansas.

Announcer wanted . . . Mature voice, prefer married man, news & sports plus commercials if desired. Send tape and detailed information. College town, east Texas, regional independent. KSFA, P.O. Box 56, North Street Station, Nacogdoches, Texas.

Immediate opening for experienced staff announcer. Aggressive 1kw independent going 5000 watts fulltime. Good working conditions. Require personal interview if possible. Contact Manager, WCOJ, Coatesville, Pa.

Experienced announcer for general staff work. Should be strong on news, DJ and farm programs. Wage scaled to ability. Send audition, expected salary, references and complete resume to WION, Ionia, Michigan.

Personality wanted! Louisville's leading personality station wants pop music deejay with successful ad-lib sales record. Ability and reliability must be substantiated. Exceptional opportunity! Send tape to WKLO, Louisville, Kentucky.

Announcer, 3rd class ticket. Must dependable, sober. Immediate opening. Call or write WMPM, Smithfield, North Carolina.

RADIO

Help Wanted—(Cont'd)

Experienced versatile announcer, needed immediately. Send tape along with resume stating age, experience, martial status and salary expected to Radio Station WSOO, Sault St. Marie, Michigan.

Announcer, first phone immediately. Emphasis on announcing. Send tape, references and background. Howard Ward, WWBG, Bowling Green, Ohio.

All-around staff announcer. Salary commensurate with ability and experience. To handle hillbilly and pop record shows. No objection to early morning work. Send audition tape and letter to: Dick Hull, Box 336, Savannah, Georgia.

Technical

First phone need immediately, prefer young single man. Recent technical graduate. Chance to learn combo and advancement to chief engineer. Box 126G, B•T.

Wanted: Engineer with first class ticket. Good salary, good working conditions. Car necessary. KSCB, Liberal, Kansas.

First-phone operator. Immediate opening. Full particulars first letter. WASA, Havre de Grace, Maryland.

Chief engineer, capable doing announcing. Must have experience with directional arrays, servicing of studio and transmitter equipment. Permanent position. Photo, background, salary first letter. Harry C. Weaver, Manager, WOKE, Oak Ridge, Tennessee.

Chief engineer. Experienced. Remote control 250 watt full-time network station. Write giving full particulars: Wayne Clay, Southern Wisconsin Radio, Inc., Janesville, Wisconsin.

Production-Programming, Others

Program-production man with ideas and know-how. Good voice, play-by-play. Small market network station. Send details, photo, tape. Box 128G, B•T.

Wanted—experienced female continuity chief—good pay—air work—40 hour week—car necessary for position at 1000 watt station southwest—job open February—send details to Dave Button, KSVP, Artesia, New Mexico.

Experienced radio newsman needed at northern Illinois daytime independent. Must have experience at gathering and writing local news. Starting salary $85 per week. P. O. Box 500, Waukegan, Illinois.

Copywriter, man or woman, capable writing strong sell announcements at retail level. No scripts, no programs, no production or flowery copy but must be able to write hard selling one-minute announcements and lots of them. Volume and speed definite requirements. Salary $110 per week. Air transportation advanced. Apply airmail, stating experience to Nancy Warner, Radio Anchorage, Inc., Box 1960, Anchorage, Alaska.

Situations Wanted

Managerial

General manager—am-tv. Top record in four stations. Excel in bringing non-profitable operation to profit side of ledger and keeping it there. Will manage am-tv operation, or will lease or manage am station. Excellent references. Box 986F, B•T.

Station manager—experienced, well qualified. Seeking advancement opportunity radio or television management. Box 39G, B•T.

Manager—10 years experience, all phases. Radio. Desire independent operation, competition—100,000 population or smaller. Family man. Box 83G, B•T.

Salesman

Young man, 4 years in announcing and programming, wishes sales opportunity to establish sales background for managerial position. Box 101G, B•T.

RADIO

Situations Wanted—(Cont'd)

15 years radio experience; 10 radio sales, 250 daytime to 5000 network. Like to work. Single, available. Can make money for station and myself. Have car; will travel if salary guarantee right. U. of I. graduate. Interested minor partnership, permanent position leading to SM or CM. Prefer midwest; will consider all offers. Box 103G, B•T.

Air salesman. 4 years present station, prefer small operation. Sales, announce. Commercially minded. Family. Photo, tape available. Box 127G, B•T, or phone Baltimore, Hopkins 7-6071, evenings.

Announcers

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but not hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 51G, B•T.

Theme: Fade in: Fade out: Need two men? Sure you do. First fanfare: Presently employed. Looking for bigger market. Second fanfare: Two personalities that are resplendent. (Wow, quite a vocabulary huh?). Sloppy operations read this for entertainment only. In the name of ASCAP act quickly. Tapes and resumes upon request. Write Box 76G, B•T. Theme: Fade in: Fade out: Writ by hand.

Staff announcer—authoritative news—informal DJ—sports. Excellent commercial delivery—pleasant voice. Box 78G, B•T.

Announcer staff—strong news, commercials, DJ, single, veteran, travel, tape. Box 79G, B•T.

Announcer, 3rd ticket, desires relocation in midwest. Tape will speak for itself. Box 80G, B•T.

Some experience. Pleasant voice, friendly commercials, relaxed news. Veteran, car. Box 82G, B•T.

Announcer—salesman—nine years experience all phases. Want sales as side-line on straight commission. Presently employed. Box 86G, B•T.

Experienced announcer desires friendly station. Prefer all night show. Permanent. Box 89G, B•T.

Announcer. Versatile. Strong commercials, news. Exceptional voice. Veteran, college, single, radio school grad. Outstanding for beginner. New York, New Jersey or Connecticut. Box 91G, B•T.

Experienced announcer with permit, presently employed, wishes to relocate in the north—preferably near New York City. Singer, instrumentalist seeking staff position. Strong on news. Sober, dependable family man. Some tv experience. Tape, resume or personal interview on request. Box 99G, B•T.

Announcer, versatile on staff, news, deejay—experienced. Attention: Kentucky, Indiana, southern Illinois, southwest Ohio. Box 100G, B•T.

"Hey there, you with the job for me." DJ, sports play-by-play, versatile, employed, 2 years experience, vet., married, 28, reliable. Box 106G, B•T.

Combination announcer-engineer, both married, desire to locate together. Announcer desires start, chance to prove ability and potential. Tape, photo available. Engineer, four years New York experience as television audio, video operator, administrative experience. Box 110G, B•T.

Sportscaster—7 years am radio experience. Seeks year-round sports deal, am-tv combo or radio with tv C.P., including B, A or AA baseball. Consider only medium to large market, salary plus talent arrangement. Can purchase minority interest if desired. Air-check tape, references. Box 112G, B•T.

Announcer—deejay, employed, seeking job with future, married, veteran, will travel, tape. Box 113G, B•T.

RADIO

Situations Wanted—(Cont'd)

Negro deejay. Thoroughly trained, light experience, willing to work hard. Emphasis news, commercials, deejay show, control board operator. Box 114G, B•T.

Experienced announcer, presently employed, seeks larger market in south. Staff, deejay, sports, etc., references. Immediately available. Box 115G, B•T.

Baseball play-by-play—all sports—college grad, vet. Experienced. Permanent. Box 116G, B•T.

DJ personality, pianist, singer, fifteen years major market, available June first. Nationally known, brochure upon request. Box 117G, B•T.

Young man, 1st phone, draft exempt, desires work 200 mile radius Harrisburg, Penna. Available immediately. 8 months experience, excellent references. Box 119G, B•T.

Experienced announcer wants permanent job with future. Presently employed. Primarily interested in sports (play-by-play), also DJ, board, continuity & selling. Write Box 120G, B•T.

Combo-announcer. First phone license. 4 years broad experience. Desires job southeast. Available February 21. Full details please. Box 121G, B•T.

Staff announcer, excel news—sincere commercials, vet, 3rd ticket, tape—photo. Box 124G, B•T.

Living wage opportunity for advancement, brings top personality, newsman, DJ, hardworking mature family man, 5 years experience, first phone, employed 5kw wants change northeast. Box 140G, B•T.

Announcer—Negro, disc jockey, ambitious, some experience, single, tape available. Box 142G, B•T.

Two young men, experienced (announcer)—(sales & copy). Available June 7th. Box 143G, B•T.

Experienced staff, sports—now instructing radio, tv school. Wishes to relocate in heavy sports community. Preferably baseball tie-up. 4 years play-by-play. 5 years umpire, 1 year statistician. Program idea man, proven salable. Top voice, personal interview or tapes. Top references. Box 144G, B•T.

All-around staff announcer—veteran, strong on news and commercial DJ programming, interested in community minded station. 3rd class ticket. Box 148G, B•T.

Announcer: Desires to work in northeast—2½ years experience, young, currently employed as staff and sports director. College graduate. Box 150G, B•T.

Announcer—seeking position with future—single, veteran, will travel. Board—restricted license. Limited experience. Tape and resume on request. Bill Alden, 24 Fairfield Avenue, Stamford, Conn.

Announcer. Young ambitious, dependable, good voice. News, DJ, heavy commercials, 3rd ticket. Car, travel, resume, tape. Carl Dino, 781 47th Street, Brooklyn, New York.

Friendly, yock-it-up deejay—staff. News, control board, commercials, continuity. Single, veteran. Tape, resume. Will travel. Gary Martin, 104 North Atlantic Avenue, Daytona Beach, Florida.

Midwest—selling voice, clear, mature. Experienced, ability, university background. Single, 32. Good news, commercials, records. Charles May, 3619 Paseo, Kansas City, Missouri. Phone Armour 5446.

RADIO

Situations Wanted—(Cont'd)

Staff. Familiar all phases. Strong news. Good voice. Light experience. Tape tells tale. Robert Miller, 136 W. 44th Street, New York, New York.

Need second break—experience on staff of 250w affiliate. Ray Roland, % Smyser, 100 Elm Avenue, Mt. Vernon, New York.

Announcer, staff, employed, veteran, married, will travel, tape—Mark Shor, 751 E. 178th Street, Bronx 57, New York.

Sports-staff announcer, 9 years experience at three stations. Is Brooklyn Dodger scout. Reliable, no floater. Married, one child. Prefer northeast. Contact Phil Spencer, 6 Curtis Street, Gloversville, N. Y.

Hillbilly announcer—ready for advancement, unavailable in present location. Let me demonstrate my mail pulling power for you. Past performance proved. Contact Box 206, Bishopville, S. C.

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RADIO

Situations Wanted—(Cont'd)

Technical

Engineer—six years experience studio, transmitter, remotes, recordings. Box 680F, B•T.

First phone, 10 years studio, transmitter, car, will travel. Box 885F, B•T.

Chief engineer, experienced in installation, construction, maintenance, directional antenna am-fm-tv, prefer east. Box 37G, B•T.

Engineer—experienced 1st class, 5 kw—3 tower directional. 35—desires position with progressive station as transmitter operator or chief engineer. Excellent references. Now employed in transformer measurement laboratory. Box 84G, B•T.

Am, tv engineer, 6 years broadcasting, 8 electronic; am all phases, tv xmtr, studio, microwave, maintenance. Box 88G, B•T.

Chief engineer with experience in all phases of broadcasting would like a permanent position in the east or midwest. Box 92G, B•T.

Engineer, experienced in preventative maintenance, performance tests, etc. Fair combo. Box 94G, B•T.

Satisfied with your technical department? Mature, stable, married man with extensive practical and theoretical background invites contacts, am chief-tv staff. Box 96G, B•T.

Ten years experience, studio, transmitter, licensed, single, travel, anywhere. Box 108G, B•T.

Engineer—15 years experience. Broadcast all phases, am-fm-tv—directional and construction. Box 111G, B•T.

Combo-engineer or engineer—1st phone license. 2 years experience in am. Single, 26. Desires to locate near New York City. Available immediately. Tape and resume on request. Box 129G, B•T.

Production-Programming, Others

Program director-salesman, announcer, production. 1st phone. Salary plus commission. Box 60G, B•T.

"New listen" programming for your net or indie fulltimer by sales-wise news-music PD specialist. Expected 3 figure salary pays itself with easily sold programs. Box 102G, B•T.

RADIO

Situations Wanted—(Cont'd)

Newsman: Vet, 24, radio-journalism degree, gather, write, report news, features. Work with tape recorder. Box 105G, B•T.

Newscaster, special events, panel moderator wishes position as news director, small or medium station. Hard worker, years of experience. Box 134G, B•T.

TELEVISION

Help Wanted

Announcer

Announcer—wanted by pre-freeze vhf station in major market. Excellent opportunity for steady man who is capable of effective on-camera selling. Write fully, explaining experience, ambitions, salary requirements. Our people know of this advertisement. Address Box 75G, B•T.

Technical

Florida vhf television station has opening for thoroughly experienced maintenance man. Also opening for engineer trainees with background for tv. Box 950F, B•T.

Chief engineer for uhf-tv, small market in south. Must have television experience. Box 90G, B•T.

Transmitter engineer—New York State am and tv—vhf has opening. Box 131G, B•T.

Wanted immediately, two television transmitter engineers for California's first fifty kw vhf. 18 months tv transmitter experience, preferably on General Electric transmitters desired. $105. per 40 hours, 5 day week. Send full background to Peter Onnigian, Chief Engineer, KBET-TV, 601 7th Ave., Sacramento, California.

Assistant chief engineer for 100kw vhf. Must have thorough knowledge video circuits and capable full maintenance responsibility. Permanent position with good organization. WJBF-TV, Augusta, Georgia.

Production-Programming, Others

Program director for new southern vhf with CBS affiliation. Reply giving full details as to experience, personal background, references and photo. Replies confidential. Box 77G, B•T.

Traffic, continuity—girl for immediate opening. Wire, write or phone Jack Rathbun, WEAT-TV, West Palm Beach, Fla.

TELEVISION

Situations Wanted

Wish to relocate, preferably managerial, production background; NBC-TV, local experience. Box 964F, B•T.

Manager . . . mature. Experienced radio and tv. Family man. Best references. Box 63G, B•T.

Tv program manager. 14 years tv broadcasting and 4 A's agency experience. Proven creative and administrative ability. Family man desires relocation in permanent position with growth possibilities. Excellent references. Box 118B, B•T.

Bob Harker, Station Manager, available soon for your station. More information? 1830 Fifth Avenue, Yuma, Arizona.

Announcer

Experienced announcer—4 years radio—1 year television—family man, 29. Former PD and production manager. Box 85G, B•T.

Good gagman, formerly with Bob Burns, seeks a job as teevee funnyman's sense of humor. Box 104G, B•T.

Television announcer-director. 4 years experience two of nation's top markets. Successful air commercial personality. Produced, announced for national sponsors. Experienced sports, news, play-by-play. Currently tv sports director. Single, college. Highest agency and station recommendations. Desire position sports, news. Major market only. Box 151G, B•T.

Technical

Executive assistant—7 years with major broadcasting company. Specializing in operations and film. Box 797F, B•T.

Video operator job sought. Experience am transmitter, studio. Tv trained. Box 886F, B•T.

Experienced chief engineer of radio station desires a permanent position with a television future. Box 93G, B•T.

Tv workshop trained. Am-fm experience. Licensed. Car. Single. Box 109G, B•T.

Experienced motion picture soundman. Expert all phases sound recording. Available immediately. Consider any offer. Resume sent on request. Box 145G, B•T.

Production-Programming, Others

Director—Director-announcer. Wide experience producing-directing all types programs. Complete radio-tv announcing background. Six years college. Vet. Midwest. Box 643F, B•T.

Cameraman—excellent small station and network experience. All studio operations. Box 803F, B•T.

Tv cameraman—2 years experience. All studio operations. Video, audio, floor manager; some directing. Desires position leading production. Box 87G, B•T.

Combination program director—film buyer—commercial manager, now employed in above capacity. Thoroughly experienced and can budget a television operation. Can do anything in a station from splice film to write copy. Would consider any of the above positions, as a whole or singly. Write Box 95G, B•T.

Production assistant, experienced, school trained, formerly Army entertainment director, will travel. Box 123G, B•T.

...NEED...

Two Experienced AM & TV Announcers
and
One Inexperienced Announcer
also
Two Experienced Directors
and
One Inexperienced Director
for
VHF Operation

Contact Box 68G, B-T

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production: Young man; veteran; 7 years theatre experience; SRT graduate desires position with progressive station seeking imaginative, aggressive production aide. Thorough knowledge of sets and lighting. Economically minded. Can double in brass on equipment. 3rd class phone. Knowledge of music. Box 139G, B•T.

For Sale

Stations

250 watt fulltime independent. Only station in growing Pacific northwest community. Showing excellent return on investment. Box 64G, B•T.

Florida daytimer in small, pleasant coastal city. $42,500 with ⅓ down to reputable party. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

For sale: Clean components from old transmitter . . . includes meters, transformers, condensers etc. Write for list of items available. Box 132G, B•T.

Broadcasting station equipment, 250 watt W.E. transmitter, console, turntables, amplifiers and all accessories. Write for list and prices. Box 136G, B•T.

For sale—Complete uhf equipment now set up on channel 24. All RCA. Studio chain, film chain, control console, microwave video STL, 1kw transmitter, filterplexer, transmission line and 24 gain antenna, also studio props, lights, film room supplies, and rear screen projector. Send for complete list and detail. Box 141G, B-T.

Blaw-Knox, H-40, 500 ft. tower. Can be extended to 561 feet, plus 12 bay tv antenna. Brand new. Available immediately. Make offer. Box 153G, B-T.

General radio R F bridge, model 516C, with capacitors; recently recalibrated, $250. W.H. Malone, WBIG, Greensboro, N. C.

Western Electric 1126-C limiter. Some spare tubes —$225, FOB, Waltham. Chief Engineer, WCRB, Waltham 54, Mass.

Tower for sale . . . IDECO B2 triangular heavy duty self-supported, 30-lb. wind loading, 375 feet. Now supporting TF 3C tv antenna and BF 14D 4 section fm heavy duty pylon. Both fm antenna and tower for sale on location. This tower would cost about $30,000 new. What do you offer? Fm antenna worth over $10,000. Will sell cheap. All offers will be considered. Contact W. E. Neill, WFMY-TV, Greensboro, N. C.

Fm transmitter for sale . . . 10 kw Western Electric 506 B2. serial 131, excellent condition. Used on 97.3 mc, 19,700 plate hours. Make offer to W. E. Neill, WFMY-TV, Greensboro, N. C.

For sale—One General Electric thousand watt transmitter. It is duplicate of transmitter we are now using. Priced for cash sale at $1750. FOB, Charlotte. Write or phone Francis M. Fitzgerald, WGIV, Charlotte, N. C.

336 ft. Truscon triangular self-supporting F-30 tower. Perfect condition. Designed for 65 ft. TV antenna—30 lb. wind load. May be extended several hundred feet. Available in May. Save thousands by purchasing this 5 year old super tower. WMRI, Marion, Indiana.

Used 1 kw transmitter available—1 kw Raytheon RA-1000 transmitter, with tubes, directly off of our floor. In addition, available now a used Andrew phaser. Write, wire or phone Wallace Wurz, Chief Engineer, WTVH-TV, Peoria, Illinois.

Four 125', 6-ton towers, 4x4 insul. base, ladder, lights, 150mph wind. Otis Booth, 202 W. 1st Street, Los Angeles.

Forced sale. Beautiful mobile television unit. Nearly new. Bargain. Box 1271, Clearwater, Florida.

Wanted to Buy

Stations

Not bargain hunting. Want good station in good area. Preferably west. Will pay good price. Box 935F, B•T.

Experienced broadcaster now in television to buy or lease station in two Carolinas or Florida. Confidential. Box 138G, B•T.

Equipment Etc.

Wanted—Andrew V antenna, fm trans. line, tower light flasher, photo cell, hangers. Box 107G, B•T.

Wanted to buy: Used WX 23 field intensity meter. Also General radio RF bridge. Write Box 147G, B•T.

Parts for GE transmitter XT-1-A. Need modulation choke M-7478738-P1; modulation transformer M-7478737-P1; high voltage supply filament transformer, M-74780314-P1; high voltage supply plate transformer M-7477728; low voltage supply filter choke M-7477724-P1; modulator driver cathode choke M-7477792. Write Box 149G, B•T, giving full particulars.

Used rear screen projector unit, complete with 8x10 foot screen. Send full details and price, KSCJ-TV Pueblo, Colorado.

Want good, used B and W noise and distortion equipment, transmitter BC1F, modulation monitor GR-1931-A, frequency monitor GR-1181-A, limiter WE-1126, mikes WE-639, console WE-23-C. State Condition, price, shipping arrangements. WLBN, Lebanon, Kentucky.

Wanted: Western Electric 640AA microphone heads. Also Ampex tape machines, series 300, 350, 400. State condition and price. P. Turetsky, 9033 Wilshire Blvd., Beverly Hills, Calif.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Miscellaneous

Recordists! Exchange talking and musical tapes internationally—a grand hobby. Box 1404-Y, San Francisco 1.

RADIO

HELP WANTED

Managerial

WANTED

ACTION—THINKING

PROFIT—GETTING

GENERAL MANAGER

Owner retiring from direct participation of established radio stations offers unusual profit-sharing plan and executive authority to qualified applicant with leadership and background of merit and sales experience. All replies confidential. Send complete information, photo and references.

Box 137G, B•T.

RADIO

Help Wanted—(Cont'd)

Managerial

GENERAL MANAGER
AM-FM INDIE

If you are an experienced and proven radio station manager with a sales background, this may be the opportunity you have been hoping for.

We want a take-charge manager who will be paid a substantial salary, participate in the profits and will have the opportunity to acquire an interest in the station.

This newspaper-owned station is in a prosperous, growing city of 40,000 with excellent manufacturing, agricultural back country, live retail outlets and above average per capita buying power.

We prefer a family man capable of assuming an active place in the business, civic and social life of the community.

Give complete personal and business background, including references and photograph in first letter.

CHRONICLE PUBLISHING COMPANY
WMRI & WMRI-FM
Marion, Ind. **Phone 4059**

Announcers

ANNOUNCER

With light experience but good potential. Man who would like to learn play-by-play preferred. Strict operation with no nonsense tolerated. Must get along with staff and take orders. Outstanding Midwest independent. $60.00 a week to start. Box 135G, B•T.

EXPERIENCED ANNOUNCER CANADA

Must be 30 or over, willing to start life in fast growing country. Good pay, good working conditions. 5KW station in city of 20,000. Mature, experienced, male announcers only. Apply by mail, sending tape and full particulars to

CFNB
FREDERICTON
NEW BRUNSWICK, CANADA

Production-Programming, Others

PROMOTION MANAGER!

Here's the sort of opportunity promotion men dream about. Big-city 50kw network station needs aggressive sales promotion manager immediately. He must know his research and be able to turn out hard-hitting sales presentations under heavy pressure. He'll have a generous budget, plenty of responsibility and a wide-open future. Send resume and exhibits to Box 130G, B•T.

RADIO

SITUATIONS WANTED

Managerial

ENGINEERING EXECUTIVE

Currently director of engineering for national organization. Background of 22 years in field, with 3 major corporations and Armed Forces, including diversified experience in radar, communications, radio and TV. Well-versed in operations, purchasing, labor negotiations, contracts and leases, construction, specifications, budget control, technical standards preparation, client contacts. M.I.T. Licensed professional engineer. Widely travelled.

Box 146G, B•T

EXPERIENCED STATION MANAGER

Radio manager, age 35, family, nationwide references, interested in managerial or sales managerial job in radio or TV station anywhere. Background includes every phase station operation plus national selling for leading organization. Salary secondary long-haul possibilities.

Box 152G, B•T

TELEVISION

Situations Wanted

Managerial

TOP TV MAN AVAILABLE

More than 17 years of solid advertising and administrative experience. 8 years in two New York 4A agencies. 3 years at network headquarters. Presently with big Southwest TV station in executive capacity. A perfectionist. Knows sales, programming and promotion. Age 39. Details on request.

Box 133G, B•T

For Sale

Equipment

FOR SALE
CHEAP

RCA TT5A Transmitter with Side Band Filter and Diplexer; Tuned for Channel 6.

Contact
Technical Director

WJIM-TV
Lansing, Michigan

For Sale—(Cont'd)

Equipment

446-ft. TV TOWER
Self-Supporting
40-lb. WIND LOADING
FOR
12 BAY HIGH BAND ANTENNA
NEW—READY TO SHIP
Contact: Joseph B. Haigh
TEXAS STATE NETWORK
Fort Worth, Texas

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Wanted to Buy

Stations

DAYTIME RADIO STATION WANTED

Desire to purchase all or control of daytime only station in Midwest area. All correspondence strictly confidential.

Box 97G, B•T.

TV STATION WANTED

Desire to purchase all or controlling interest in operation in major market of 50,000 and up. Major network affiliation preferred. All correspondence will be strictly confidential.

Box 98G, B•T

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-4385

Miscellaneous

PROGRAM IDEAS . . . .
PROGRAM GIMMICKS
YOU NEED THEM FOR MORE
SALES

Whether Block Programming or Music & News These Ideas Will Fit Into Your Sked.

For Details Write To:—

JOHN DEME
RD 1 **Voluntown, Conn.**

FOR THE RECORD

(Continued from page 88)

WPAG-TV Ann Arbor, Mich., Washtenaw Bcstg. Co.—Mod. of CP (BPCT-1765, as mod., which authorized replacement of CP for a new tv station to extend completion date to 7-11-55 (BMPCT-2777).

WCBF-TV Rochester, N. Y., Star Bcstg Co.—Mod. of CP (BPCT-1608) as mod., which authorized new tv station to extend completion date to 8-10-55 (BMPCT-2773).

WLOS-TV Asheville, N. C., Skyway Bcstg. Co.—Mod. of CP (BPCT-809) as mod., which authorized new tv station to extend completion date to 8-9-55 (BMPCT-2768).

KTVQ (TV) Oklahoma City, Okla., Republic Television and Radio Co.—Mod. of CP (BPCT-828) as mod., which authorized new tv station to extend completion date (BMPCT-2779).

WENS (TV) Pittsburgh, Pa., Telecasting Inc.—Mod. of CP (BPCT-1349) as mod., which authorized new tv station to extend completion date to 8-9-55 (BMPCT-2771).

WGBI-TV Scranton, Pa., Scranton Bestrs, Inc.—Mod. of CP (BPCT-780) as mod., which authorized new tv station to extend completion date to 8-11-55 (BMPCT-2780).

WNET (TV) Providence, R. I., Channel 16 of Rhode Island Inc.—Mod. of CP (BPCT-1597) as mod., which authorized new tv station to extend completion date to 8-11-55 (BMPCT-2776).

WTVW (TV) Milwaukee, Wis., Milwaukee Area Telecasting Corp.—Mod. of CP (BPCT-1578) as mod., which authorized new tv station to extend completion date to 8-1-55 (BMPCT-2767).

Routine Roundup . . .

January 26 Applications

ACCEPTED FOR FILING

Modification of CP

WKVM San Juan, P. R., American Colonial Bcstg. Corp.—Mod. of CP (BP-9052), as modified and reinstated, which authorized change frequency, increase power, install new transmitter and directional antenna for day and night (DA-1), change transmitter and studio locations, make changes in transmitting equipment, directional antenna pattern and other changes in the antenna system for extension of completion date. (BMP-6758).

Renewal of License

WAJF Decatur, Ala., J. B. Falt Jr.—(BR-2880).

WULA Eufaula, Ala., Edward B. Fussell and Jessie B. Fussell d/b as Alabama-Georgia Bestrs.—(BR-2219).

WFUN Huntsville, Ala., Huntsville Bcstg. Co.—(BR-1518).

WPBB Jackson, Ala., Jackson Bcstg. Co.—(BR-2498).

WMOZ Mobile, Ala., Cary Lee Graham and Edwin H. Estes d/b as Gadsden Radio Co.—(BR-2797).

WAIP Prichard, Ala., Prichard Bcstg. Co.—(BR-3033).

WTUS Tuskegee, Ala., Radio Tuskegee, Inc.—(BR-2727).

WRFO Athens, Ga., Radio Athens Inc.—(BR-2025).

WGAC Augusta, Ga., The Twin States Bcstg. Co.—(BR-2009).

WGIG Brunswick, Ga., Brunswick Bcstg. Corp.—(BR-2322).

WGBA Columbus, Ga., WGBA Inc.—(BR-2729).

WRBL Columbus, Ga., Columbus Bcstg. Co.—(BR-727).

WTRP La Grange, Ga., R. C. Freeman, W. G. Crew and B. H. Hurst d/b as Chattahoochee Bcstg. Co.—(BR-2778).

WCOH Newman, Ga., Newman Bcstg. Co.—(BR-2084).

WTWA Thomson, Ga., Hickory Hill Bcstg. Co.—(BR-1915).

Applications Returned

Arcadia, Fla., R. E. Hughes—Construction permit for new standard broadcast station on 1320 kc, 500 w and daytime hours of operation. Sec. I not re-notarized.

Brookhaven, Miss., W. M. Jones and Laura Jane Huff d/b as Rural Bcstg. Co.—Construction permit for new standard broadcast station on 1470 kc, 1 kw and daytime hours of operation. Sec. I not re-notarized.

Roanoke, Va., Cy Blumenthal, George A. Crump, William B. Davis and Armand Kovitz d/b as Southwestern Virginia Broadcasters Inc.—Construction permit for new standard broadcast station on 1050 kc, 1 kw and daytime hours of operation. Re partnership name.

Renewal of License

WRFS-FM Alexander City, Ala., Piedmont Service Corp.—BRH-498.

Modification of CP

WVLN-FM Olney, Ill., Olney Bcstg. Co.—Mod. of CP (BPH-1976), which replaced expired permit for extension of completion date (BMPH-4976).

Remote Control

WMLL Evansville, Ind., On the Air Inc.—Transmitter may be operated by remote control from 1001 Diamond Ave., Evansville, Ind. (BRCH-122).

License for CP

WEEI-FM Boston, Mass., Columbia Bcstg. System—License to cover construction permit (BPH-1973) which authorized changes in existing station (BLH-1028).

TELESTATUS

January 31, 1955

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 306,318
►WBRC-TV (6) CBS; Katz; 304,420
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown
Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 25,125
Dothan†—
WTVY (9) Hollingbery; 7/2/54-Unknown
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 92,000
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 45,200
►WSFA-TV (12) NBC; Headley-Reed
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 101,523
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 109,204
►KPHO-TV (5) CBS, DuM; Katz; 114,030
KTVK (3) ABC; Weed; 6/10/54-3/1/55
Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 36,013
►KVOA-TV (4) ABC, NBC; Raymer; 36,013
Yuma†—
►KIVA (11) NBC, DuM; Grant; 25,975

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-Feb. '55
Jonesboro†—
Regional Bcstg. Co. (8) 1/12/55-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 85,764
KTHV (11) Branham; 11/4/54-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Weed; 84,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 18,778
Fresno—
KBID-TV (63) See footnote (c)
►KJEO (47) ABC, CBS, DuM; Branham; 156,035
►KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
►KABC-TV (7) ABC; Petry; 2,013,564
KBIC-TV (22) 2/10/52-Unknown

New Starter

The following tv station is the newest to start regular programming:

KLRJ-TV Henderson, Nev., (ch. 2), Jan. 23.

Total stations on air in U. S. and possessions: 423; total cities with stations on air: 279. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 35,123,710.
*** Indicates educational stations.**
† Cities NOT interconnected to receive network service.
(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 421,917; WGR-TV, 388,803.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,-544 on July 10, 1952.
(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KCEB (TV) Tulsa, Okla; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.
(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].
(e) WNAM-TV Neenah, Wis., has suspended operations pending merger with WFRV-TV Green Bay.

KMJ·TV

FRESNO, CALIFORNIA • CHANNEL 24

boosts power!

Video power up to 447,000 watts
Audio power up to 223,500 watts
. . . increasing signal power 12.58 times

KMJ-TV pioneered TV in this important *inland* California market. It's the San Joaquin Valley's most-tuned-to TV station*. Now, with a powerful new signal and the finest transmitter location in the Valley, it has more audience pull than ever. And more than ever, *KMJ-TV is your best TV buy in the Valley!*

KMJ-TV — Fresno's First Station — First in Power
First in Audience

Paul H. Raymer, National Representative

*KMJ-TV carries 19 out of the 25 top-rated nighttime programs viewed in the Fresno area. *(October 1954 ARB report.)*

► KCOP (13) Katz; 2,013,564
► KHJ-TV (9) DuM; H-R; 2,013,564
► KNXT (2) CBS; CBS Spot Sls.; 2,013,564
► KRCA (4) NBC; NBC Spot Sls.; 2,013,564
KTHE (*28). See footnote (c)
► KTLA (5) Raymer; 2,013,564
► KTTV (11) Blair; 2,013,564
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC; Weed; 119,000
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) H-R; 9/29/54-3/1/55
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS; McKinnie; 285,333
► KFSD-TV (10) NBC; Katz; 285,333
KUSH (21) 12/23/53—Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15
► KGO-TV (7) ABC; Petry; 1,044,914
► KPIX (5) CBS; Katz; 1,044,914
► KRON-TV (4) NBC; Free & Peters; 1,044,914
► KSAN-TV (32) McGillvra; 164,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) ABC, CBS, DuM; Grant; 80,018
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192
Stockton†—
► KOVR (13) DuM; Blair; 1,054,000
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
► KRDO-TV (13) NBC; McGillvra; 35,000
Denver—
► KBTV (9) ABC; Free & Peters; 273,069
► KFEL-TV (2) DuM; Blair; 273,069
► KLZ-TV (7) CBS; Katz; 273,069
► KOA-TV (4) NBC; Petry; 273,069
KRMA-TV (*6) 7/1/53-Unknown

THE SPOTLIGHT'S ON
WEHT
IN THE
EVANSVILLE MARKET

FIRST-
Anyway you
figure it!

CBS-TV unduplicated coverage really pays-off—per October's ARB and November's Conlan! And with a realistic cost per thousand, you can't go wrong!—Interconnected with network color.

REPRESENTED
Nationally by MEEKER TV, Inc.
Regionally by ADAM YOUNG St. Louis, Mo.

WEHT Channel 50

Grand Junction†—
► KFXJ-TV (5) NBC, ABC, CBS, DuM; Holman; 7,600
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 241,236
New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 899,957
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 190,320

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 698,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; H-R; 626,500
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC, CBS; Weed; 11,726
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 357,698
WOBS-TV (30) Stars National; 8/12/53-Spring '55
Miami—
► WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 301,000
Biscayne Tv Corp. (7) Initial Decision 1/17/55
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 70,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750
Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 89,500
► WPFA (15) Young; 31,000
St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-2/14/55
WTVT (13) Avery-Knodel; 9/2/54-4/1/55
West Palm Beach—
► WEAT-TV (12) ABC; Walker
► WIRK-TV (21) DuM; Weed; 42,708
► WJNO-TV (5) NBC, CBS, DuM; Venard; 225,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,430
► WQXI-TV (36) 22,517
► WSB-TV (2) NBC; Petry; 484,725
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 130,628
► WRDW-TV (12) CBS; Headley-Reed; 130,000
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 80,220
► WRBL-TV (4) CBS; Hollingbery; 89,177
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) NBC; Branham; 62,032
Rome†—
► WROM-TV (9) Weed; 145,800
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 56,241
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-Spring '55

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 42,225
► KIDO-TV (7) ABC, NBC; Blair; 37,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,650
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Unknown

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 304,200
Bloomington—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 2,074,000
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 151,534
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Peoria—
► WEEK-TV (43) CBS, NBC; Headley-Reed; 223,152
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 128,900
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 95,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Bloomington—
► WTTV (4) NBC, ABC, DuM; Meeker; 591,712 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 204,103
Evansville—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 112,186
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
► WISH-TV (8) ABC, CBS, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
Lafayette†—
WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 64,250
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 101,000
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,257
Waterloo (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 117,028

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 289,940
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 245,120
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,156
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 302,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 127,812
Sioux City—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 146,718
► KVTV (9) ABC, CBS, DuM; Katz; 131,938
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 140,763

KANSAS

Great Bend†—
► KCKT (2) NBC; Bolling; 110,213
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 158,652

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
►KOAM-TV (7) ABC, NBC, DuM; Katz, 81,342
Topeka—
►WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 402-584
Wichita—
►KAKE-TV (10) ABC; Hollingbery
►KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson (Evansville, Ind.)—
►WEHT (50) CBS; Meeker; 69,067
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) Forjoe; 4/13/54-3/1/55 (granted STA Jan. 20)
Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 434,912
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
►KALB-TV (5) Weed
Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-March '55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-June '55
Lake Charles—
►KPLC-TV (7) ABC, NBC; Weed; 55,935
►KTAG (25) CBS, ABC, DuM; Young; 35,000
Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 191,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Early '55
WCNO-TV (32) Forjoe; 4/2/53-Unknown
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 300,890
►WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 73,750
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104
►WTWO (2) CBS; Venard
Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 24,000
Poland Spring—
►WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933
Portland—
►WCSH-TV (6) NBC, DuM; Weed; 150,004
►WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 588,336
►WBAL-TV (11) NBC; Petry; 588,336
WITH-TV (72) Forjoe; 12/18/52-Unknown
►WMAR-TV (2) CBS; Katz; 588,336
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
►WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
►WMGT (19) DuM; Walker; 169,015
Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,267,223
WGBH-TV (*2) 7/16/53-April '55
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,267,223
Brockton†—
WHEF-TV (62) 7/30/53-Unknown
Cambridge (Boston)—
►WTAO-TV (56) DuM; Everett-McKinney; 178,800
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 160,000
►WWLP (61) ABC, NBC; Hollingbery; 160,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
►WWOR-TV (14) ABC, DuM; Raymer; 71,674

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 64,920
Detroit—
WBID-TV (62) 11/19/53-Unknown
►WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Unknown
►WWJ-TV (4) NBC; Hollingbery; 1,466,000
►WXYZ-TV (7) ABC; Blair; 1,469,000
►CKLW-TV (9) See Windsor, Ont.
East Lansing†—
►WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Early '55
Grand Rapids—
►WOOD-TV (8) ABC, NBC, DuM; Katz; 488,490
WMCN (23) 9/2/54-Unknown
Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 539,390
Lansing—
►WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
►WJIM-TV (6) ABC, CBS, NBC; Petry; 415,232
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
Traverse City†—
►WPBN-TV (7) NBC; Holman, 35,110

MINNESOTA

Austin—
►KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
►KDAL-TV (3) ABC, NBC; Avery-Knodel; 75,500
►WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
►KEYD-TV (9) DuM; H-R
►WCCO-TV (4) CBS; Free & Peters; 568,500
►WTCN-TV (11) ABC; Blair; 568,500
Rochester—
►KROC-TV (10) NBC; Meeker; 92,386
St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 568,500
►WMIN-TV (11) ABC; Blair; 568,500

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Summer '55
Jackson—
►WJTV (25) CBS, DuM; Katz; 68,404
►WLBT (3) NBC; Hollingbery; 122,765
►WSLI-TV (12) ABC; Weed; 110,000
Meridian†—
WCOC-TV (30) See footnote (c)
►WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800
Tupelo†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
►KFVS-TV (12) CBS, NBC, DuM; 110,000
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
►KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048
Festus†—
KACY (14) See footnote (c)
Hannibal† (Quincy, Ill.)—
►KHQA-TV (7) CBS, DuM; Weed; 145,680
►WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) CBS; Hoag-Blair, Blair Tv; 6/10/54-2/13/55 (granted STA Jan. 19)
Joplin—
►KSWM-TV (12) CBS; Venard; 81,270
Kansas City—
►KCMO-TV (5) ABC, CBS, DuM; Katz; 466,136
►KMBC-TV (9) Free & Peters; 466,136
►WDAF-TV (4) NBC; Harrington, Righter & Parsons; 466,136
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
►KFEQ-TV (2) CBS, DuM; Headley-Reed; 120,863
St. Louis—
►KETC (*9) 500,000
►KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 732,884
►KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
►WTVI (54) See Belleville, Ill.
Sedalia†—
►KDRO-TV (6) Pearson; 57,000
Springfield—
►KTTS-TV (10) CBS, DuM; Weed; 56,880
►KYTV (3) ABC, NBC; Hollingbery; 64,750

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

THE MOST POWERFUL TV STATION IN NORTH AMERICA!

You Can SERVE . . . SELL and PROFIT Well on CKLW-TV's MILLION DOLLAR MOVIES

YOUR AUDIENCE WILL SEE . . . . The Finest collection of First Run Movies ever scheduled in the Detroit Market.

YOUR CLIENT WILL PROFIT WITH Six participating film commercials per week in a repeated First Run Movie Schedule in high rated premium time.

YOUR COMMERCIALS SELL TO AN ESTABLISHED AUDIENCE . . . Based on current performances First Run Movies repeated four times weekly have produced a cumulative ARB Rating of 50.1 . . . 600,000 TV homes with an average of 2.5 viewers per set at a cost of 76c per thousand viewers.

It all adds up to a million dollar bargain so write, wire or phone your Adam J. Young Representative or

CKLW-TV channel 9, Detroit

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000
Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 19,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 17,450

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) Initial Decision 1/5/55
Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 47,538
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)
Omaha—
► KMTV (3) ABC, DuM; Petry; 286,000
► WOW-TV (6) CBS, NBC, DuM; Blair; 286,000
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
► KLRJ-TV (2) NBC; Pearson
Las Vegas—
► KLAS-TV (8) ABC, CBS, DuM; Weed; 20,232
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

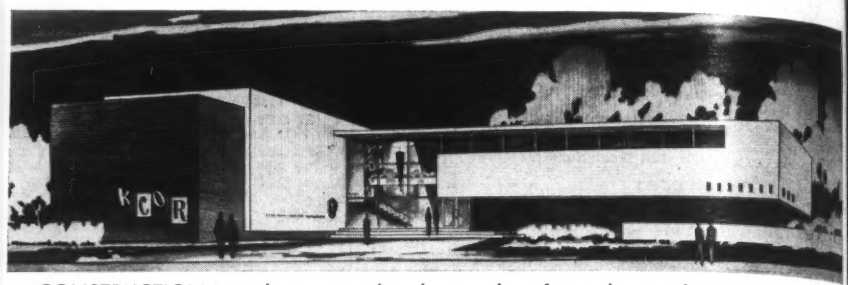
Asbury Park†—
► WRTV (58) 6,000
Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,290,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 53,496
► KGGM-TV (13) CBS; Weed; 53,496
Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 144,000
► WTRI (35) CBS; Blair; 127,165
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 312,160
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 437,522. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 170,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 440,309. See footnote (a).
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed; 47,300
Elmira—
WTVE (24) See footnote (c)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 21,000
Lake Placid †(Plattsburg)—
► WIRI (5) Young
New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 295,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 413,000



CONSTRUCTION is underway on the ultra-modern future home of KCOR-AM-TV San Antonio, according to an announcement by Raoul A. Cortez, president of KCOR Inc. Ground breaking ceremonies were held Dec. 23. Estimated cost of the property, including new tv equipment, is $400,000. Architects are Ross-Nicholson Assoc. KCOR-TV is scheduled to begin telecasting in April.

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 354,950
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 354,960
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 155,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 33,000
► WLOS-TV (13) ABC, DuM; Venard; 299,780
Chapel Hill†—
► WUNC-TV (*4)
Charlotte—
► WQMC (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 449,864
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 283,591
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 93,370
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600
Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 43,600
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 251,317
► WTOB-TV (26) ABC; DuM; H-R; 84,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 24,315
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000
Valley City†—
► KXJB-TV (4) CBS, DuM; Weed; 75,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 25,000
Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,070,360
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 1,069,000
Columbus—
► WBNS-TV (10) CBS; Blair; 427,239
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls.; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Unknown
Lima—
WIMA-TV (35) Weed; 1/24/52-Early '55
► WLOK-TV (73) NBC; H-R; 69,105
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 146,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 182,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000
Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,100
► WKY-TV (4) ABC, NBC; Katz; 296,081
Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) CBS; Petry; 248,651
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 242,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 35,000
Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Unknown
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 25,925
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/9/55
► KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 240,964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 212,436
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,315
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53-Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 56,420
Harrisburg—
► WCMB-TV (27) Forjoe
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 831,303

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Unknown
Lebanon†—
WLBR-TV (15) See footnote (c)
New Castle—
WKST-TV (45) See footnote (c)
Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
►WFIL-TV (6) ABC, DuM; Blair; 2,043,972
WIBG-TV (23) 10/21/53-Unknown
►WPTZ (3) NBC; Free & Peters; 1,878,519
Pittsburgh—
►WDTV (2) CBS, NBC, DuM; Free & Peters; 1,134,110
►WENS (16) ABC, CBS, NBC; Petry; 412,465
WKJF-TV (53) See footnote (c)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
►WHUM-TV (61) CBS; H-R; 219,370
Scranton—
►WARM-TV (16) ABC; Hollingbery; 200,000
►WGBI-TV (22) CBS; Blair; 210,000
►WTVU (73) Everett-McKinney; 150,424
Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 210,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55
York—
►WNOW-TV (49) DuM; Forjoe; 87,400
►WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,382,853
►WNET (16) ABC, CBS, DuM; Raymer; 80,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 175,000
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 144,121
►WUSN-TV (2) NBC; H-R; 138,500
Columbia—
►WCOS-TV (25) ABC, DuM; Headley-Reed; 70,200
►WIS-TV (10) NBC, DuM; Free & Peters; 138,992
►WNOK-TV (67) CBS; Raymer; 69,300
Florence—
►WBTW (8) ABC, CBS; CBS Spot Sls.; 100,000
Greenville—
►WFBC-TV (4) NBC; Weed; 443,850
►WGVL (23) ABC, DuM; H-R; 101,200
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55
Sioux Falls—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 110,262

TENNESSEE

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 121,100
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55
Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 98,560
WBIR-TV (10) Initial Decision 1/5/55
►WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050
Memphis—
►WHBQ-TV (13) CBS; Blair; 330,647
►WMCT (5) ABC, NBC, DuM; Branham; 330,647
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
►WSIX-TV (8) ABC; Hollingbery; 225,520
►WSM-TV (4) NBC, DuM; Petry; 208,985
Old Hickory (Nashville)—
►WLAC-TV (5) CBS; Katz; 219,217

TEXAS

Abilene†—
►KRBC-TV (9) ABC, NBC, DuM; Pearson; 39,983
Amarillo—
►KFDA-TV (10) ABC, CBS; H-R; 65,944
►KGNC-TV (4) NBC, DuM; Katz; 65,944
Austin—
►KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 102,961
Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
Beaumont Bcstg. Corp. (6) CBS; Free & Peters; 8/4/54-Spring '55
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
►KVDO-TV (22) ABC, NBC, DuM; Young; 37,360
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
►KRLD-TV (4) CBS; Branham; 422,000
►WFAA-TV (8) ABC, NBC, DuM; Petry; 422,000
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
►KROD-TV (4) ABC, CBS, DuM; Branham; 64,433
►KTSM-TV (9) NBC; Hollingbery; 62,423
Ft. Worth—
►WBAP-TV (5) ABC, NBC; Free & Peters; 440,000
KFJZ-TV (11) 9/17/54-Unknown
Galveston—
►KGUL-TV (11) CBS; CBS Spot Sls.; 378,000
Harlingen† (Brownsville, McAllen, Weslaco)—
►KGBT-TV (4) ABC, CBS, DuM; H-R; 47,673
Houston—
KNUZ-TV (39) See footnote (c)
►KPRC-TV (2) NBC; Petry; 387,000
►KTRK-TV (13) ABC, DuM; Blair; 387,000
KTVP (23) 1/8/53-Unknown
►KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
►KTVE (32) Forjoe; 40,000
Lubbock—
►KCBD-TV (11) ABC, NBC; Raymer; 67,878
►KDUB-TV (13) CBS, DuM; Avery-Knodel; 67,878
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 11/17/54-Unknown
Midland—
►KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
►KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
►KENS-TV (5) ABC, CBS, DuM; Free & Peters; 232,993
►WAOI-TV (4) ABC, NBC; Petry; 232,993
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
►KCEN-TV (6) NBC; Hollingbery; 103,144
Texarkana (also Texarkana, Ark.)—
►KCMC-TV (6) ABC, CBS, DuM; Venard; 103,760
Tyler†—
KETX (19) See footnote (c)
►KLTV (7) ABC, CBS, NBC; DuM; Pearson; 74,140
Waco†—
►KANG-TV (34) ABC, DuM; Raymer; 43,673
KWTX-TV (10) 12/1/54-Unknown
Weslaco† (Brownsville, Harlingen, McAllen)—
►KRGV-TV (5) NBC; Raymer; 47,673
Wichita Falls—
►KFDX-TV (3) ABC, NBC; Raymer; 80,910
►KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
►KSL-TV (5) CBS, DuM; CBS Spot Sls.; 167,200
►KTVT (4) NBC; Katz; 167,200
►KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
►WMVT (3) ABC, CBS, NBC; Weed; 106,000

VIRGINIA

Danville†—
WBTM-TV (24) See footnote (c)
Hampton (Norfolk)—
►WVEC-TV (15) NBC, DuM; Avery-Knodel; 125,000
Harrisonburg—
►WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 97,354
Lynchburg—
►WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 173,000
Newport News —
►WACH-TV (33) Walker
Norfolk—
►WTAR-TV (3) ABC, CBS, DuM; Petry; 346,007
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
►WVEC-TV (15) See Hampton
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
►WTVR (6) NBC; Blair; 477,318
Roanoke—
►WSLS-TV (10) ABC, NBC; Avery-Knodel; 300,749

WASHINGTON

Bellingham—
►KVOS-TV (12) CBS, DuM; Forjoe; 155,153
Pasco†—
►KEPR-TV (19) 39,500
Seattle (Tacoma)—
►KING-TV (5) ABC; Blair; 408,100
►KOMO-TV (4) NBC; Hollingbery; 408,100
►KCTS (*9)
KCTL (20) 4/7/54-Unknown
Spokane—
►KHQ-TV (6) NBC; Katz; 96,770
►KREM-TV (2) ABC; Petry; 95,649
►KXLY-TV (4) CBS, DuM; Avery-Knodel; 99,553

EVEN COVENTRY WATCHES

W·H·E·N TV

Godiva wouldn't need those long tresses today! With a poodle-cut she couldn't outdraw WHEN-TV!

Tempus fugit, even in the drowsy village of Coventry. And Coventry (N.Y., that is) is only one of more than 250 upstate communities in which everyone is wide-eyed with delight over Channel 8. The folks in Coventry are alert to new products, too . . . and keen to the values of old ones, if they're reminded!

Godiva won her bet, which proves the value of exposure, even in those days! If you want to draw more attention than the Coventry Derby (of hallowed memory) better put your money on WHEN-TV to win!

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A MEREDITH STATION

Everybody WATCHES W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

Tacoma (Seattle)—
► KTVW (13) Barry, N. Y.; Clark, Chicago; 408,100
►KTNT-TV (11) CBS, DuM; Weed; 408,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 39,500

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
► WKNA-TV (49) ABC, DuM; Weed; 51,130
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) ABC, NBC; Katz; 478,777
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
► WOAY-TV (4) ABC; Weed
Parkersburg—
► WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 304,269
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) ABC; 3/10/54-Unknown
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 52,000
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 103,000
► WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette†— (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) CBS, DuM; Bolling; 398,255
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 746,982
► WTVW (12) ABC, DuM; Petry
Neenah—
WNAM-TV (42) See footnote (e)
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.
Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 50,100

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 49,000

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Wed; 14,000
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown
KTVF (11) 12/29/54-2/15/55

HAWAII

Hilo†—
Hawaiian Bcstg. System (9) 1/19/55-Unknown
Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls.; 60,000
► KULA-TV (4) ABC, DuM; Young; 67,000
Wailuku†—
Hawaiian Bcstg. System (3) 1/19/55-Unknown

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 65,000

CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All Canada, Weed; 11,000
Edmonton, Alt.—
► CFRN-TV (3) CBC; Radio Rep., Young; 10,000
Halifax, N. S.†—
► CBHT (3) CBC, CBS
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 316,101
Kingston, Ont.†—
► CKWS-TV (11) 30,000
Kitchener, Ont.—
► CKCO-TV (13) CBC, CBS; Hardy, Weed; 85,000
London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 95,000
Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed; 4,806
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate
Regina, Sask.†—
► CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
► CJBR-TV (3) CBC; CBC
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 16,842
Sault Ste. Marie, Ont.†—
► CJIC-TV (2) CBS; CBC; 5,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Can-Canada, Weed; 13,653
Sydney, N. S.†—
► CJCB-TV (4) 8,940
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young; 1,238,585
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 43,650
Tijuana† (San Diego)—
► XETV (6) Weed; 296,402

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Feb. 2 (10-11 p.m.): *Best of Broadway,* "The Show-Off," Westinghouse Electric Co. through McCann-Erickson.

Feb. 17 (8:30-9:30 p.m.): *Shower of Stars,* "That's Life," Chrysler Corp. through McCann-Erickson.

March 2 (10-11 p.m.): *Best of Broadway,* Westinghouse Electric Co. through McCann-Erickson.

NBC-TV

Feb. 1 (11 a.m.-12 noon): *Home* will include a 15-minute colorcast interview with Doug Kingman, artist. Participating sponsors.

Feb. 2 (7-7:30 p.m.) and every Wednesday: *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Feb. 7 (8-9:30 p.m.): *Producer's Showcase,* "The Women," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Feb. 23 (9-10 p.m.): *Kraft Theatre,* "Emperor Jones," Kraft Foods Co. through J. Walter Thompson Co.

Feb. 27 (7:30-9 p.m.): *Max Liebman Presents,* Reynolds Metals Co. through Clinton E. Frank Inc.

March 7 (7:30-9:30 p.m.): *Producer's Showcase,* "Peter Pan," Ford Motor Co. and RCA through Kenyon & Eckhardt.

March 12 (9-10:30 p.m.): *Max Liebman Presents,* Oldsmobile Division of General Motors Corp. through D. P. Brother & Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

UPCOMING

Jan. 31: Television Workshop for Community Organizations, U. of Kansas City, Kansas City, Mo.
Jan. 31-Feb. 4: American Institute of Electrical Engineers mid-winter general meeting, Hotels Statler and Governor Clinton, New York.

FEBRUARY

Feb. 1: Deadline, Entries for Sigma Delta Chi Radio-Tv Reporting, Newswriting and Public Service Awards, Chicago.
Feb. 1: Deadline, CARTB Gillin Community Service Memorial Award, Ottawa, Canada.
Feb. 4-5: Ninth Annual Radio-Tv News Short Course, School of Journalism, U. of Minnesota, Minneapolis.
Feb. 5: Radio & Television Correspondents Assn. annual dinner, Hotel Statler, Washington, D. C.
Feb. 7: RAB Clinic, Phoenix, Ariz.
Feb. 8: RAB Clinic, Los Angeles.
Feb. 9: RAB Clinic, Fresno, Calif.
Feb. 10: RAB Clinic, San Francisco.
Feb. 10: Southwestern Assn. of Advertising Agencies, Skirvin Hotel, Oklahoma City.
Feb. 10: Deadline, American Women in Radio and Television Scholarship Award, New York.
Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.
Feb. 11: RAB Clinic, Sacramento, Calif.
Feb. 13: Fourth Annual Screen Directors Guild Awards Dinner, Biltmore Hotel, Los Angeles.
Feb. 13-19: National Advertising Week.
Feb. 14: Deadline, Entries for National Board of Fire Underwriters Gold Medal Award for public service work in fire prevention and fire safety, New York.
Feb. 21: RAB Clinic, Washington, D. C.
Feb. 23: Presentation, Voice of Democracy Awards, Shoreham Hotel, Washington, D. C.
Feb. 23: RAB Clinic, Richmond, Va.
Feb. 24: RAB Clinic, Roanoke, Va.
Feb. 25: RAB Clinic, Baltimore, Md.

MARCH

March 7: RAB Clinic, New Orleans, La.
March 7-12: National Tv Servicemen's Week.
March 8: RAB Clinic, Shreveport, La.
March 9: RAB Clinic, Dallas, Tex.
March 10: Deadline, Entries for Payne Communications Awards, U. of Illinois, Urbana, Ill.
March 10: RAB Clinic, San Antonio, Tex.
March 11: RAB Clinic, Corpus Christi, Tex.
March 12: Tenth Annual Michigan State College Radio and Television Conference (one day; for educators), East Lansing, Mich.
March 12: First Annual Michigan State College High School Radio and Television Day, East Lansing, Mich.
March 15: Deadline, Entries for George Polk Journalism Scholarship, Long Island U., Brooklyn, New York.
March 16-19: Assn. of National Advertisers, The Homestead, Hot Springs, Va.
March 18-19: Atlanta Advertising Institute, Emory U., Atlanta, Ga.
March 21: CARTB Annual Dinner, Chateau Frontenac, Quebec City, Canada.
March 21: RAB Clinic, Albuquerque, N. M.
March 21-24: Institute of Radio Engineers Convention, Kingsbridge Armory, Bronx, N. Y.
March 22: RAB Clinic, Amarillo, Tex.
March 23: RAB Clinic, Oklahoma City
March 24: RAB Clinic, Tulsa, Okla.
March 25: RAB Clinic, Little Rock, Ark.
(RAB Clinics are scheduled through Nov. 18)

APRIL

April 17-22: Inside Advertising Week, Hotel Biltmore, New York.
April 18-21: National Premium Buyers' Exposition, Navy Pier, Chicago.
April 21-23: American Assn. of Adv. Agencies annual meeting and dinner, Boca Raton Hotel and Club, Boca Raton, Florida.
April 21-23: Southern California Adv. Agencies Assn., El Mirador Hotel, Palm Springs, Calif.

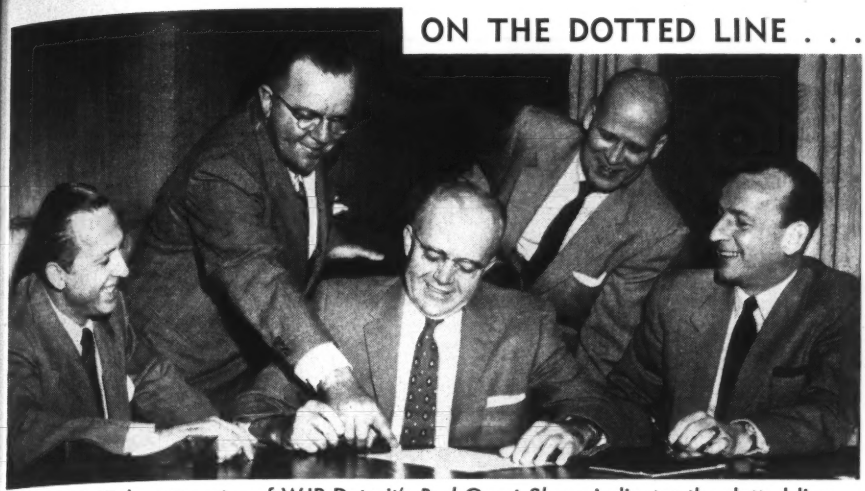
MAY

May 5-8: American Women in Radio and Television Annual Convention, Drake Hotel, Chicago.
May 22: NARTB Convention, Washington, D. C.
May 22: Radio Pioneers Banquet, Washington, D. C.

JULY

July 11-31: Institute in Live and Filmed Tv, U. of Miami, Coral Gables, Fla.

ON THE DOTTED LINE . . .



BUD GUEST, host-reporter of WJR Detroit's *Bud Guest Show*, indicates the dotted line to John H. Stewart, president of Twin Pines Farm Dairy, who prepares to sign for sponsorship for the fifth consecutive year on the station. L to r: L. S. Wayburn, partner, Luckoff & Wayburn Agency, Detroit; Mr. Guest; Mr. Stewart; Art McPhillips, WJR sales service manager, and Worth Kramer, WJR vice president-general manager.

KLZ DENVER Station Manager Phil Hoffman (c) looks on as Charles Harding II (l) and Adam Rinemund sign pacts contracting for segments of the *Starr Yelland Party Line* for Butternut Coffee and Tidy House Products (household cleaners), respectively. Messrs. Harding and Rinemund are with the Buchanan-Thomas Agency, Omaha, Neb.

THE HARDY Furniture Co., Lincoln, Neb., contracts to increase sponsorship of *Lincolnland News* on KOLN-TV there from three to five nights a week. Approving the agreement are (l to r): seated, G. R. Hunt, vice president, and Phil Hardy, president, Hardy Furniture; standing, Jerry Hunt, general manager; Russ Dodds, advertising director, and Les Rau, account executive, KOLN-TV.

RETURNING to radio advertising, Robert Small, president, Small & Sons, Lincoln-Mercury dealer in Waterloo, Iowa, signs a 52-week contract for 2,100 announcements on KWWL there, and extends his 52-week KWWL-TV agreement for 260 announcements. L to r: Larry Dunning, S&S sales manager; Alan Henry, KWWL sales manager; Mr. Small, and Robert Koenig, KWWL co-op sales director.

SPONSORSHIP for 26 weeks of the *WAGA Weather Show* on WAGA Atlanta, Ga., by the Bakery & Confectionery Workers International Union of America is agreed upon by Dale Clark (l), WAGA news editor, and Lewis A. Davis of the union's Atlanta office.

"LITTLE MAC," trademark of McAllister Dairy Farms Inc. (Ohio-Pa.), witnesses the signing of a 26-week spot campaign on behalf of the Encyclopedia of Cooking over WHHH Warren, Ohio, by Temple McAllister (seated), president of the dairy farms. Standing (l to r): Carl Raymond, WHHH manager; Ed LaBudde, cook book sales representative; Ralph Schetrom, sales manager for McAllister Dairy Farms, and Danny Shaver, station sales manager.

AL CABBAGE (c), treasurer-assistant manager of Great Falls Breweries Inc., signs a 52-week contract for the half-hour *In the Morgan Manor* show over KMON Great Falls, Mont. Witnessing are Frank Kaull, KMON sales manager, and W. E. Wendt, Wendt Adv. Agency, same city. The transcribed program, produced by Lang-Worth Feature Programs Inc., New York, features orchestra leader Russ Morgan and will be sponsored by the brewing company over 18 separate radio stations throughout Montana and Wyoming.

Where's the Fire?

ADVERTISING is a jittery business in which the faintest sniff of smoke sometimes sets off a wholly unnecessary four-bell alarm. It is to be hoped that the record of radio time sales in 1954 will be identified for what it is—a wisp of smoke—and not as an indication that radio is about to burn to the ground.

As reported in this issue, in 1954 for the first time in 16 years, total radio time sales failed to rise above the levels of the year before. An alarmist might interpret that as the beginning of a downward trend that would continue. To a more sensible observer, the record is less threatening.

The record in 1954 was the consequence of many factors, of course, but chief among them was radio's revised rate structure. By 1954 the effects of rate reductions, begun at network level and inexorably continued through spot and local rates, were fully felt. No one knows how many hours of commercial time were sold in 1954, but it is a sound guess that they would total more than were sold in 1953. The dollar sales of 1954 were lower because advertisers paid much less for more time.

Considering the buffeting it has received in recent years, radio is an unusually healthy business. It is a wonder that its total sales continued to rise through the years up to 1954, in the face of price reductions and the decline of network volume.

Since 1948, when they were $133,723,098, annual national network time sales have dropped each year. In 1954 they were $76,219,000—43% lower than the peak year of 1948. Any business which can take a beating like that in six years and remain in operation is fundamentally sound.

Although spot volume in 1954 was off 5.9% from the year before (again a consequence of lower rates), 1954 spot sales were more than 16% bigger than those of 1948, the peak year for network.

As they have been all along, local sales in 1954 were above those of the year before. Since 1948 local business has boomed by 46%.

All present signs point to at least a ground-holding and more probably an improvement in radio business in 1955. In recent months major agencies have begun to take new looks at radio, and what they have seen is bound to influence them to spend more on the medium. Radio promotion efforts are being invigorated and improved.

When the time sales for 1955 are counted up, it's a safe bet that they will be bigger than those of 1954. In the sales curve of radio, 1954 will turn out to be a dip, not a turning point, a wisp of smoke and little more.

FCC's Paltry Pay

PRESIDENT EISENHOWER has proposed pay raises for members of Congress and of the judiciary as well as rank and file government employes. That is good. But the chief executive overlooked the forgotten men—those who hold appointive policy positions on the independent agencies like the FCC.

In 1949, the pay of members of the FCC (along with those other independent agencies) was increased from $10,000 to $15,000. This action stemmed from the observations of the first "Hoover Commission" on government organization. The report cited difficulty in getting high calibre men to serve in government because of low pay.

With the scale in government on the way up, we feel that certainly the FCC members should draw as much as members of Congress or district judges. In our view, Commissioners should get at least $20,000, and the chairman, who necessarily carries the heaviest burden, should command about $2,500 in excess of that.

To raise salaries by those amounts would not constitute a serious addition to the federal budget. There are a total of 51 members of the nine quasi-judicial independent agencies which are outside the executive department, the FCC, Civil Service Commission, Civil Aeronautics Board, Federal Power Commission, Federal Trade Commission, Interstate Commerce Commission, National Labor Relations Board, Securities & Exchange Commission and Subversive Activities Control Board. Fifty of them draw $15,000 a year; the other, as chairman of the Civil Service Commission, draws $16,000.

To upgrade commissioner salaries to $20,000 and chairmen to $22,500 would mean a total budget increase of $276,500 a year. In contemporary United States Government budgets, that figure would hardly mean a thing.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Watch this commercial . . . I slipped him an exploding cigar!"

Fish or Cut Bait

MUCH good can come of the Brooklyn (Kings County) grand jury investigation of "pitch" advertising which was started last week [B•T, Jan. 24]. The pity is that authorities were given an excuse to investigate.

If a formula can be devised to limit, or preferably to eliminate, deceptive and misleading advertising, then all of the honest elements of the advertising business will be pleased.

If such a formula cannot be worked out through the courts—which after all are not the place where such reforms should start—then all of radio and television will suffer.

The place to start is with the individual station operator. There is no place anywhere in advertising for the "bait" which entices an operator into the home—or a customer into the store—with the deliberate plan that the buyer will be sold "something else." The responsibility to keep it honest belongs to the broadcaster, and the broadcaster should insist on keeping it there.

Broadcaster in the White House

FORMER Gov. Howard Pyle of Arizona joins the official White House family as aide to President Eisenhower. While his assigned function is to maintain contact with the various state governments, in view of his gubernatorial background, he brings to the executive offices a rich background in broadcasting. At the time he was first elected to office in 1950 he had served as vice president and program director of KTAR Phoenix and the Arizona Broadcasting System. Indeed, it was this activity that won for him statewide popularity.

All signs point to rough going for the business of broadcasting in Congress. The White House inexorably will figure in these developments. It would be only logical for the President to seek the counsel of a practical broadcaster on his staff on matters pertaining to communications and the broadcast field. His advice might well be sought, for example, in the conflict involving allocation of the frequency spectrum and the threat to low band tv (chs. 2-6) because of demands of the military for the same spectrum space.

We're glad to see Gov. Pyle on the White House staff. We hope the administration will take advantage of his presence in consideration of broadcasting problems so vital to the nation's welfare in this touch-and-go era.

by Sid Hi
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CASTING

Here are the facts...

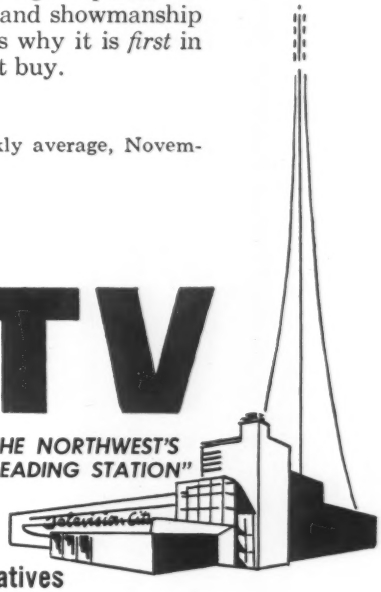
KSTP-TV leads *all* Minneapolis-St. Paul TV stations in average weekday program ratings* from 7:00 AM to 10:15 PM week-in, week-out.

KSTP-TV is the Northwest's *first* television station, *first* with maximum power, *first* with color TV and first in audience.

KSTP-TV gives you greater coverage of the nation's 7th largest retail trading area than any other station . . . a market which commands FOUR BILLION DOLLARS in spendable income.

KSTP-TV has earned a listener-loyalty through superior entertainment, top talent, service and showmanship that means sales for you. That's why it is *first* in ratings. That's why it's *your* best buy.

*Combination Telepulse, ARB, weekly average, November, 1954.



KSTP-TV

100,000 WATTS
CHANNEL 5

MINNEAPOLIS • ST. PAUL "THE NORTHWEST'S LEADING STATION"

Basic NBC Affiliate

Edward Petry & Co., Inc., National Representatives